

LIFE

THE LAW IN TEXAS

APRIL 10, 1939 **10** CENTS



IT'S SAFE to hunt thrills in a big 3300-pound Nash! Solid front axle gives you soft, safer ride . . . wider windshield assures perfect vision . . . extra large hydraulic brakes stop at a split-moment's notice.



AHEAD OF TIME—lively new Nash engine lets you whip in and out of traffic . . . flashes you from 15 to 50 MPH in 13 seconds flat, high gear.

How Much *Excitement* CAN YOU STAND?

NO MATTER where you've taken your fun—on an Alpine climb or in the saddle of a thoroughbred . . . you're going to find a new tingle in your pulse when you drive this new Nash.

Take a look at it *now* . . . this long, lean bullet of a car. Poised for instant flight, full of pent-up action—it *looks alive*.

And it is alive! All it needs is you to let it loose. But—go easy—*here's fire on four wheels*.

Try to keep from whistling when that new power-packed engine lets go . . . when that Fourth Speed Forward* sends you bursting into a new range of performance!

Just try to be bored when you find you can take the lead on hill or flat . . . and never know your engine is running.

Try to be blasé when a tiny dial* you twirl brings fresh conditioned air to keep out dust and drafts, and forever banish chilly moments.

Try to look indifferent when you cruise down a busy street and find all eyes on you. Then try to go back to quiet ways and ordinary automobiles—once you drive this new Nash.

Sounds exciting. But here's more . . .

You'll find a new Steering Post Shift* . . . a new easy ride, and soundproofing that lets you drive all day in perfect relaxation . . . and a convertible bed (in every sedan) for that vacation trip you've planned.

Truth is—there's never been a car built like it before, or for the money. *Ten models are now priced next to the lowest!*

Give your Nash dealer half an hour and a new Nash will glide up to your doorstep. Then try to keep calm.

Four Series of Great Cars, 22 Models . . . 10 Priced next to the lowest . . . Delivered at Factory, as low as \$770. Standard Equipment and Federal Taxes Included.

\$770

(*Optional Equipment—Slight Extra Charge)



Convertible Coupe, 117" wheelbase, is \$950 delivered at factory, with standard equipment and federal taxes included. (White sidewall tires and rear wheel shields optional at extra cost.) 1800 dealers from Maine to California to serve you. **NASH MOTORS DIVISION**, Nash-Kelvinator Corporation, Detroit, Michigan.



NEW ENGINE (Nash-LaFayette) better 1938 gas economy by 10%. Automatic Fourth Speed Forward* lets you do the usual all day touring on a tankfull.

It's that New **NASH**
THE CAR EVERYBODY LIKES



Change now to oils that have been *heat-proved* for hot weather—Processed at the refinery to resist engine heat

Your engine knows that warm weather is here... it feels the difference in every bearing! *Now's* the time to give it the grade of oil it must have for "health" and for top service.

And *this* time you can give it a HEAT-PROVED oil! For there are two fine oils that have passed the "super-heat test" in the refinery... that have *proved* their resisting power under high temperatures... Oils that have been heat-proved for hot weather.

These are CITIES SERVICE Motor Oil, and KOOLMOTOR—the perfect Pennsylvania Oil... both HEAT-PROVED... both sturdy protectors of *modern* high-speed engines. They cool as they lubricate.

Your Cities Service dealer is ready to drain and refill your crankcase with either of these two HEAT-PROVED OILS. Drive in wherever you see the famous sign. You'll get quick, courteous attention.



Listen in every Friday night—hear the Cities Service Concert—with Lucille Manners, Ross Graham and Frank Black's Orchestra



STOP AT THIS SIGN
ON YOUR WAY TO THE
NEW YORK WORLD'S FAIR

**ONLY CITIES SERVICE
OFFERS YOU THESE
SERVICES!**

New Oil Test Plate: Helps you keep check on condition of your motor oil. Lets you see for yourself.

The Power Prover: It shows you *scientifically* whether your motor is delivering *full* power or wasting gasoline.

The Ride Prover: Most powerful grease-gun ever built. It assures you of a truly "cushioned ride."

16,000⁺ CITIES SERVICE DEALERS
OILS AND GASOLINE
"SERVICE is our middle name"

This One



QPYK-AWW-6FPO

FAIR ENOUGH!

—by C. A. Voight



NEVER MIND, DAD, COME ON TO THE DINER. I'VE A BETTER IDEA—YOU SHOULDN'T LET YOURSELF GET INTO A CONDITION WHERE YOU NEED THOSE EMERGENCY CATHARTICS. YOU PROBABLY DON'T GET ENOUGH "BULK"—YOU SHOULD EAT **KELLOGG'S ALL-BRAN!**



SAY/THIS SURE DOES BEAT THE MEDICINES—IT'S GOOD PEGGY!

YES, AND IF YOU'LL EAT **ALL-BRAN** EVERY DAY AND DRINK PLENTY OF WATER, THE WORLD WILL LOOK A WHOLE LOT BRIGHTER



SOMETIME LATER

I FEEL FIFTY YEARS YOUNG, PEGGY —NOT A TROUBLE IN THE WORLD!



CAN I TAKE JUST A LITTLE CREDIT FOR THAT IDEA ABOUT **ALL-BRAN?**



Doesn't this sound like common sense about constipation? Instead of enduring it first and trying to cure it afterward, why not avoid both the trouble and the treatment by getting at its cause? You can do it, if your difficulty is the ordinary one (too little "bulk" in the diet). The way is to eat a crisp, crunchy cereal that is particularly rich in "bulk"—Kellogg's All-Bran. Eat it every day, drink plenty of water, and "Join the Regulars"! All-Bran is made by Kellogg's in Battle Creek.

Join the "Regulars" with
KELLOGG'S ALL-BRAN

LETTERS TO THE EDITORS

Washington's Ablest

Sirs:

I consider your poll of Washington news correspondents concerning the ablest Congressmen (LIFE, March 20) one of the finest contributions to the American public LIFE has made. Certainly we at home are entitled to know which of our representatives are actually accomplishing constructive results, and which are just blowing off publicity steam.

HENRY C. FLEISHER

Cleveland, O.

Sirs:

You're in for it now! That amazing and assuredly authoritative tabulation and appraisal-in-miniature of the Ablest Ten in each house of Congress automatically commits you to its regular repetition. Biennially, at least.

NORMAN F. D'EVELYN

San Francisco, Calif.

Neanderthal Galento

Sirs:

The propaganda about the big, fat, soft man, Galento, engaging in the dangerous sport of boxing has found fertile ground in the public mind (LIFE, March 13).

Galento's physical construction is very much like that of the intelligent prehistoric Neanderthal man who lived about 50,000 years ago. Study the only complete reconstruction of a Neanderthal man by the renowned sculptor, Frederick Blaschke, in the Field Museum at Chicago. Look at the great shoulders to which a short muscular neck is attached. The ability to absorb a punch is largely



TONY GALENTO

dependent upon the strength of those neck muscles.

The arms of the Neanderthal man and Galento are the weapons with which each strikes down his victim. The Neanderthal man crushed a reindeer or a cave bear with a fast swing of his fist reinforced with a rock. Galento wrecks his victims with a powerful fist swung at terrific speed backed up by well over 200 lb.

Galento's is the powerful build of a prehistoric man rather than of a paunchy, modern fat man. There is no flabby flesh hanging over the sides of his trunk and his stomach does not protrude. The Galento chest appears solid and tight rather than in ripples as in the case of the fat man.

Despite propaganda to the contrary, this Galento fellow could not acquire such a physique by drinking beer in a rocking chair.

Joe Louis is too smart a boy to expect that his June opponent will be a clumsy fat man. He will prepare himself for an encounter with a gorilla or grizzly bear.

HENRY F. BAERMAN

Atlantic Highlands, N. J.

Galento v. Palooka

Sirs:

Genuflections and an accolade to LIFE for telling the truth about Tony Galento

so even the most stupid of fight fans will understand and save their money; but a swift kick in the pants for comparing Galento the ham to Joe Palooka of the comic strip.

If LIFE's editors had even a bowing acquaintance with Joe Palooka, they would know he is the direct antithesis of Galento. Joe has a superb physique, lives as cleanly as a Boy Scout, fights with the skill of a Tunney, never utters a naughty or unkind word.

KENNETH D. TOOILL

Ohio State Journal
Columbus, O.

● LIFE meant no reflection on Cartoonist Ham Fisher's hero. The basis of comparison was simply that both Galento and Palooka appear on the national scene as comic characters.—ED.

Goebbels

Sirs:

I thought Bernard Lansing's article on Goebbels (LIFE, March 20) excellent and most entertaining but not free from inaccuracies.

For example, that the Nazi Party a year after the November Putsch in Munich had anything to learn in the way of brutality, bestiality, or efficiency from the clubfooted little doctor, no serious student of its history will admit. And that Berlin was "the Communist center of Germany," while it may be the literal truth, gives a totally mistaken impression and sounds like Nazi propaganda.

Hitler's "magnificent Maurice" of course was not Hess (first name: Rudolf).



NEANDERTHAL MAN

but Emil Maurice, a watchmaker with a taste for mayhem, his manservant in the fortress of Landsberg and companion on his mad criescross trip on the day of the blood purge.

Don't you think it would have been worth mentioning that Goebbels owed his education to a Roman Catholic scholarship, and that the man who most deeply influenced him in his youth was the eminent Jewish scholar Friedrich Gundolf? I am credibly informed that Goebbels has made pilgrimages to Gundolf's grave even since his advent to power. Such are perhaps the strange human kinks in a malevolent but complex nature.

J. P. ALDUS

Chicago, Ill.

Sirs:

The article about "Little Joe" Goebbels was a lulu. Why can't other magazines or newspapers paint as vivid a portrait?

STEVE PARK JR.

New York, N.Y.

Sirs:

I am enjoying Herr Doktor's picture very much. I sit and make faces at it.

ANNIE WALKER

Cocoa, Fla.

(continued on page 4)

It keeps the Debs A-Glow with Glamour ... this Woodbury Facial Cocktail



*Miss
Cobina Wright*

Still in her teens, lovely Cobina Wright has made a sparkling debut both in Society and on the stage. Like her talented mother, Miss Wright has an absorbing interest in the dramatic arts. Tall and slim, with lovely blue eyes, long blonde locks and an exquisitely smooth complexion, Miss Wright is a familiar figure at Society events in Newport and New York.

*Gown by Bergdorf-Goodman
Complexion by Woodbury*

"My ever-roving eye observes that the girls who heighten that 'debutante' look with a Woodbury Facial Cocktail at 5 o'clock are usually the girls who get the invitations after five."

Says **CHOLLY KNICKERBOCKER**

Noted Society Commentator

Tonight be Fascinating! To make your Complexion glow try this Reviving Beauty Treatment with Woodbury Facial Soap.

Swept along in the gay social whirl, the debutantes must guard their glamour. Today's smart young things have the same ideas on beauty care that made their charming mothers social belles. They, too, subscribe to ever

faithful use of Woodbury Facial Soap.

For the debutantes, five o'clock is Woodbury Facial Cocktail time. Magic moment to refresh worn faces with a brisk skin-cleansing with Woodbury.

This is the debs' way to make skin glow with dew-drenched freshness. An open beauty secret all women may share. Before the evening meal, soak your face in Woodbury's fragrant lather. Leave on several minutes. Feel its stimulating action on your skin!



CONTAINS SKIN-STIMULATING VITAMIN*
*Produced by ultra-violet irradiation—Patent No. 1676579

Your complexion takes a new lease on beauty. For Woodbury is made of costly oils and unguents. And now, a skin-stimulating Vitamin in its lather helps stir up your skin's vitality.

Plenty of warm water, your cake of Woodbury. That's all you need to renew your skin's satin-smoothness for a glamorous evening after a wearying day. Try it! And, of course, take a Woodbury "facial" at bedtime, too. It's Beauty's grandest nightcap!

230-DOG FEEDING TEST PROVES:

Pard-and-water feeding prevents many dietary ailments of dogs!



These 4th-generation Wire-Haired Fox Terrier pups were weaned from mother's milk direct to Pard.

4 consecutive generations of dogs fed Pard exclusively in Swift's Research Kennels. Not one case of nervousness, dietary skin irritation or excessive shedding! Remarkable growth and development shown.

● Three big facts today throw new light on feeding your dog.

These facts have just come out of the remarkable Pard Generation Feeding Test still under way in Swift's Research Kennels. 230 pedigreed dogs have participated thus far—representing 4 consecutive generations. They have been fed nothing but Pard and water day in and day out. And look at the results . . .

1. While in the Pard Kennels, exclusive Pard feeding has enabled these dogs to escape such common ailments as nervousness, excessive shedding, listlessness, loss of appetite, skin irritations due to dietary deficiencies.

2. Pard, in every instance, has stimulated normal growth that is recognized

as standard for the respective breed. 3. Not one dog while participating in this study has had a sick day due to digestive disturbances.

These facts, plus hundreds of laboratory analyses, prove Pard is a well-balanced diet. That's why so many veterinarians and breeders, as well as wise dog owners, are swinging over to Pard. Why not join them, today?

A SWIFT & COMPANY PRODUCT



Analyses in the Swift Research Laboratories assure uniform quality of Pard. Growth and weight of all Pard-fed dogs in Swift's Kennels are charted regularly.

PARD RECOMMENDED BY MANY VETERINARIANS CRUSADING AGAINST HIT-OR-MISS FEEDING! Dr. J. R. R., of Illinois, says: "In 9 out of 10 of the less serious cases brought to my attention, the real basic trouble is improper feeding! In such cases, Dr. R. recommends the feeding of Pard exclusively."

PARD

...SWIFT'S
SCIENTIFICALLY
BALANCED
DOG FOOD



LETTERS TO THE EDITORS (continued)

Thwahgg
Sirs:

The other night friends dropped in for bridge. The cards were no good so we decided to talk. The conversation turned, as it sometimes does, to world affairs and, naturally enough, Hitler and his pals were discussed. LIFE's recent treatise (March 20) on Goebbels had something to do with it. As the evening wore on, a good idea took root amongst us. We decided to found a club. I was elected Head Cheese and given the task of informing the world through LIFE (adv.) of our objective.

What is its name? THWAHGG, which means "To Hell With Adolf Hitler, Goebbels, Göring."

Who is eligible for membership? Any-one of any race, color or creed disgusted with the Nazi regime.

What must members do? (a) Laugh gently whenever and wherever Adolf Hitler and his lieutenants are discussed. Thwahggers don't go in for rough stuff. All you have to do is laugh. (b) Evolve and circulate jokes (this ought to be easy) placing Der Führer, Goebbels, and Göring in an uncomplimentary light. (c) Verbally attack pro-Nazi bunds and their leaders and members. No violence. Don't get tough. Don't raise your voice. Just ridicule them in a quiet way, laugh at them, and give them dirty digs—that's all they're worth.

PAUL K. CHAPPLE

Ashland, Wis.

Martyr to Modesty

Sirs:

Your correspondent of March 20, Frances Pinson Donaldson, who thinks she looks like Shirley Temple and acts like Scarlett O'Hara, is the 20th Century martyr to modesty. Movie-goers would gape at a 26-year-old "Shirley Temple" O'Hara (who looks 20) and I assure you it would amount to their last gasp. Anyhow it's a solution to overpopulation!

JACK FIORINI

Milford, Pa.

Sirs:

Unless I'd read Frances Pinson Donaldson's shy confession in LIFE, I'd never have had the courage to blurt out



SALLY PIERSON

how all my friends have been remarking on my remarkable resemblance to Greta Garbo. I guess I'm just another of those sultry blonde Yankies. Damn!

SALLY PIERSON

(By her mother, Mrs. R. F. Pierson)
Burbank, Calif.

P.S. I'm three years old but every one says I look younger.

Sirs:

I am a young man, grown of course (376 years old and look 290) and exactly like little Lord Fauntleroy, and I mean just like him as one would see him after ten rounds with King Kong. I have the same coloring and features, pink eyes,

(continued on page 5)

10¢

for these extra-large bottles of Mucilage (shown $\frac{1}{2}$ actual size). There's also a jumbo Oval for 25¢, 25¢ and 40¢ for larger desk jars with adjustable brushes.



Here's a STICKER that really sticks

● A new, heavier bodied, quick-grasping mucilage that's "tops" for school, office or home use . . . The smart new Carter Oval (shown $\frac{1}{2}$ actual size) fits your hand—is easier, cleaner to use. Its self-starting "chisel-edge" spreader—specially designed to take this heavier bodied mucilage—works evenly and smoothly; spreads a thin film of quick-sticking mucilage on the surface to be pasted—what's more, Carter's Mucilage stays stuck!

The new Oval Bottle is handier to use. Its "chisel-edge" spreader "feeds" easier, too.



CARTER'S MUCILAGE

Also Makers of Fine Inks—Carbon Paper—Adhesives—Typewriter Ribbons—Cube-Wells

Quicker On The "Trigger" In Traffic Than Any Other Low-Priced Car!

Try to equal its acceleration . . . try to equal its performance on the hills . . . in other cars of its price!

You'll think there's quicksilver in the wheels of this lively car once you drive it or watch some other capable driver handle it in traffic.

For the new Chevrolet is amazingly "quick on the trigger" . . . accelerates from 5 to 25 miles an hour in record time . . . is *faster* in moving traffic than other cars in its price range!

And this very nimbleness is, of course, an aid to *safety*, because it helps Chevrolet drivers to keep free of traffic tangles.

In hill-climbing, too, "Chevrolet's the Choice!" It's *better* on the hills than other cars in its field, according to recent scientific road-tests. It's the ace performer of the year—the *liveliest of all low-priced cars*—with sprinting-power fully equal to the remarkable stopping-power of its Perfected Hydraulic Brakes!

You'll want a new Chevrolet this summer. . . . Order one today from your nearest Chevrolet dealer. . . . And then step out and enjoy motoring as you have never enjoyed it before in any low-priced car!

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation,
DETROIT, MICHIGAN

General Motors Installment Plan—convenient,
economical monthly payments.

*It's the LIVELIEST
of all low-priced cars!*

No other car combines all
these famous features:

- EXCLUSIVE VACUUM GEARSHIFT
- NEW AERO-STREAM STYLING, NEW BODIES BY FISHER
- NEW LONGER RIDING-BASE
- 85-HORSEPOWER VALVE-IN-HEAD SIX
- PERFECTED HYDRAULIC BRAKES
- NEW "OBSERVATION CAR" VISIBILITY
- PERFECTED KNEE-ACTION RIDING SYSTEM with Improved Shockproof Steering (Available on Master De Luxe models only)
- TIPTOE-MATIC CLUTCH

A GENERAL MOTORS VALUE



CHEVROLET

The only low-priced car combining "ALL THAT'S BEST AT LOWEST COST!"

ALL
CHEVROLET
PRICES ARE MUCH
LOWER!

Copyrighted material



Helen Parrish, featured in the New Universal production, "Three Smart Girls Grow Up", looks forward to riding on the . . .



. . . unusual observation car of the "New Hiawatha", crack streamliner of "The Milwaukee Road". This train and the speedy . . .



. . . Burlington Zephyrs are among the many famous trains on 150 American Railroads which use Sinclair products. You benefit from Sinclair's vast lubrication experience when you . . .



. . . take your car to a Sinclair Dealer for lubrication. Right now your nearby Sinclair dealer is offering a special Sinclair-ize for Summer service. It makes your car safer for summer driving. Ask him about it.

LETTERS TO THE EDITORS

(continued)

light greenish hair, "lovely" skin and my body is nicely proportioned like a jelly-fish, and I was born in a muskrat hole, just like the Jabberwocky.

People have been calling me Lord Fauntleroy for several years now and I didn't really know we were that much alike until I had plaster casts made at different points. And it's such a hilarious thing when I don't look like anyone or anything you ever saw in a medical museum. I'm not an actor but I have a cousin who can put a basketball in his mouth.

I'm a Southern boy and am descended from one of the oldest families of ghouls in the Ubangi sector. I thought the whole blessed time I was Rhett Butler and it just slipped my mind to ask for the part, but you can bet if I had tried they would have cast me somewhere on something.

ROBERT ("OLD HORRIBLE")
HOWE

Washington, D. C.

No "Daddy"

Sirs:

The title you so kindly give me in your story on Stephens College (LIFE, March 20) is one that is never used on the campus. I suppose it comes from the Joan Crawford days because she is the only one who has used it, due to the fact possibly, that her own father was dead.

JAMES M. WOOD
President

Stephens College,
Columbia, Mo.

● The title was "Daddy."—ED.

Heaven on Earth

Sirs:

As I rode home from work in a crowded subway train with your issue of March 20, I got a glimpse of "Heaven on Earth"—the Cromwells' (and perhaps everyone's) Shangri-La.

JANET GREENBERG
Philadelphia, Pa.

Popular Captain

Sirs:

I note in Speaking of Pictures (LIFE, March 20) that one Captain Alastair Mackintosh is frequently seen in Palm Beach having dates with various women. So, as the fellow says, what?

Presumably LIFE numbers among its readers many citizens who go about happy in the knowledge that Maury H. B. Paul is one of the greatest of living men, that nothing makes Joan Crawford more starry-eyed than to be left alone in a kitchen with a mess of cake flour and some pans, that Lucius Beebe is pretty dashing, and that Evelyn Walsh MacLean is a rascally little cuddums. No doubt LIFE must toss this portion of its readers a bone now and again.

But surely all readers, from short-order chefs to paleontologists, must have been left slightly agape at the paucity of essential information given about this Captain Mackintosh. If we assume that the Captain is news- or picture-worthy, then we have a right to know why. LIFE simply said that the Captain has an awful lot of dates with a lot of different women.

Considering his waistline and the multiplicity of chins, what makes the Captain so popular? Does he take the ladies to his Alibi Bar and set them up to free drinks? Is he adept at tricks with match-folders, or at flipping cards into an up-ended top hat? Can he ride a bicycle backwards, sitting on the handlebars, or do a mechanical-man swimming act?

Come on, LIFE, don't leave us starving for facts. Get in there and dig!

ANDREW McWHINEY
Baltimore, Md.

● Reader McWhiney is seeking that which does not exist. Captain Mackintosh's charm is simply that of "an amusing talker" and "a fine fellow." His extraordinary popularity with women, as LIFE said, is caused by the chronic scarcity of attractive men in Palm Beach.—ED.

WHAT! YOU'VE
NEVER HAD A
GUINNESS
BEFORE DINNER?



Try the World's Best Liked Brew!

THE unique dryness of Guinness has made it famous as an appetizer—ever since 1759. Even its appearance makes your mouth water! For Guinness has a rich, deep colour and a wonderfully creamy head.

Try it, and you'll soon understand why more people drink Guinness than any other brew in the world!

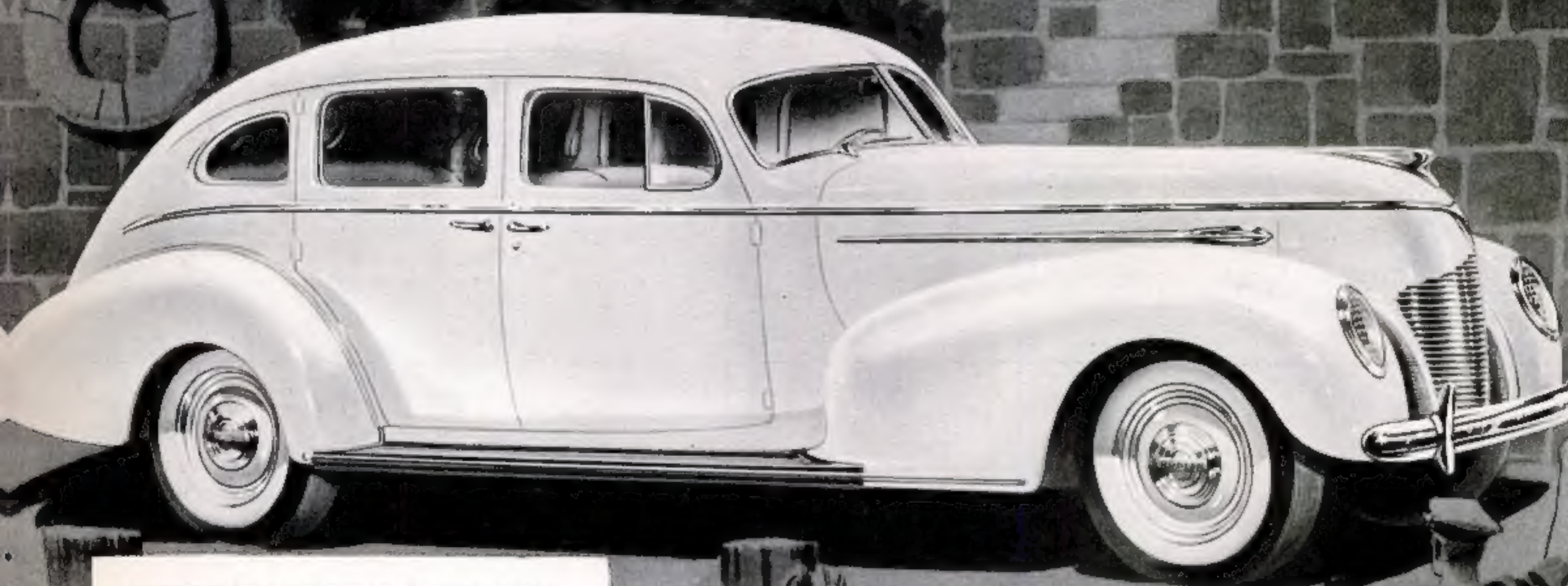
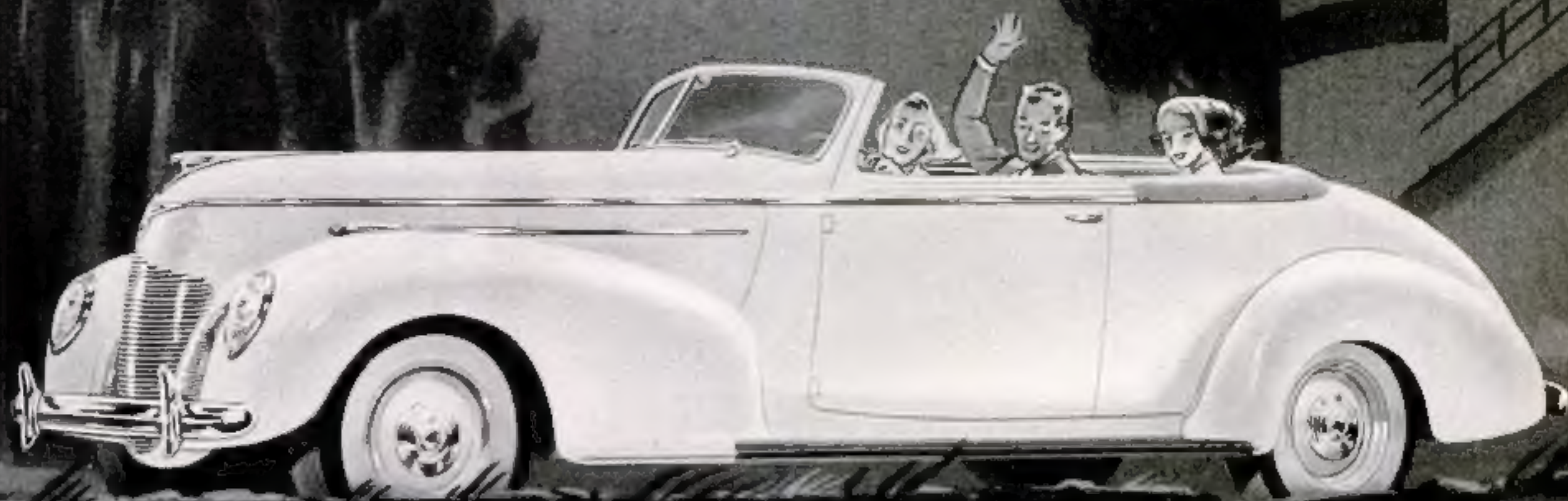
If you have never had a Guinness, or if you've tried it only "Half and Half" with beer or ale, have a Guinness, straight, before dinner tonight!

GUINNESS STOUT has been brewed in Dublin, Ireland, for 180 years. It is made from barley malt, hops, special Guinness yeast, County Kildare spring water—and nothing else. It matures over a year in oak vats and in bottle until consumed. Like drought beer, Guinness is not pasteurized. Nor is it filtered—it thus contains active yeast . . . all its natural goodness!



GUINNESS IS GOOD FOR YOU

Sole Distributors for U.S.A., W. A. Taylor & Company, 15 Laight Street, New York.
FREE: Story of Guinness since 1759, 66 pages, 44 pictures. Write American Representative, A. Guinness, Son & Co., Ltd., Dept. X-205, 501 Fifth Avenue, New York.
Cope., 1939, A. B. Hulse GU-205



"ONCE YOU DRIVE A HUDSON NO OTHER CAR WILL DO!"

LISTEN to Hudson owners, for the reasons why "no other car will do!"

You'll hear talk of motors as smooth as a breeze and quiet as night. Of the greater power that flattens mountains. Of cars that can eat up the most miles in a day—on the leanest diet of gas.

From the ladies, you'll hear some superlatives about roominess and the almost magical comfort of Airfoam. And more about beautiful Salon Interiors; swanky new two-tone upholstery effects, smart contrasting chrome—triumphs of styling!

And (since all America is talking safety) you can't help learning that the *most*, the *best*, the *newest* ideas to protect you and your family are found *only* in a Hudson.

But, really, you should see these 1939 Hudsons—cars that outstyle, outstep, and outstop anything on the road—that last so long and cost so little. Come today, for a drive that is *different*!

HUDSON PRICES NOW START AMONG AMERICA'S LOWEST

\$695

delivered in Detroit, equipped to drive; not including state and local taxes. Cars shown are (top) new Hudson Six Convertible Brougham, \$1042; (below) Hudson Six Touring Sedan, \$854. Prices subject to change without notice.





"ONE OF YOU SHALL BETRAY ME" SAYS CHRIST SADLY AT THE LAST SUPPER. ELEVEN DISCIPLES LOOK SHOCKED AND AMAZED.

SPEAKING OF PICTURES . . .

*. . . MASONS USHER IN HOLY
WEEK WITH A PASSION PLAY*

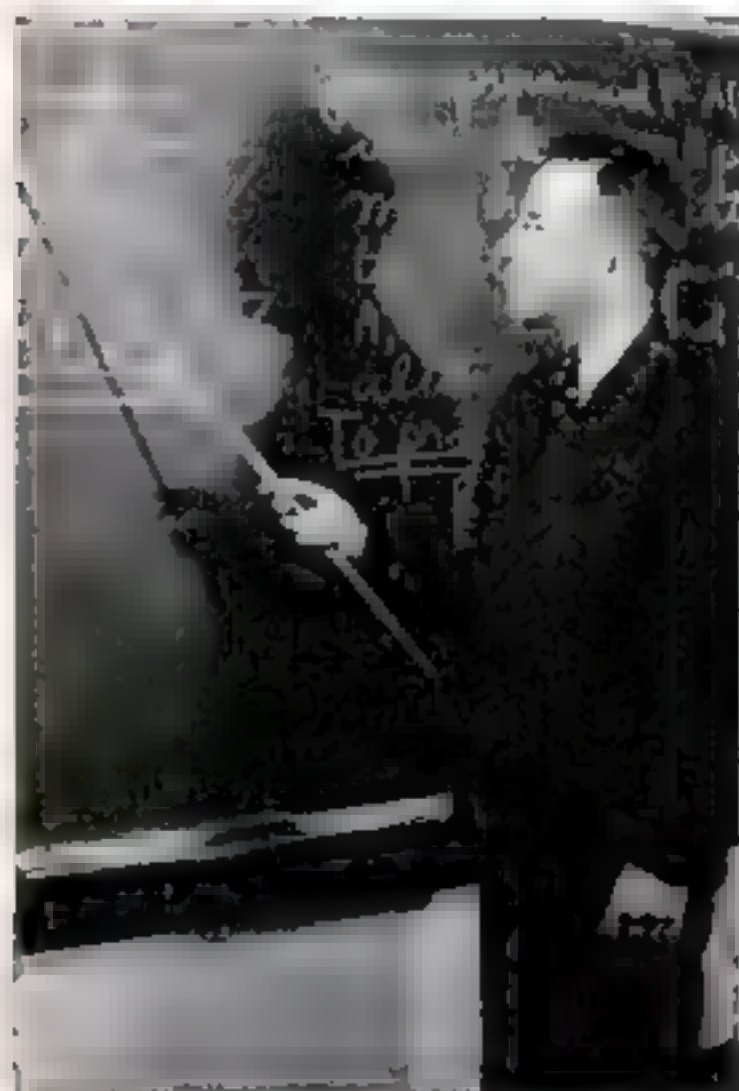
The scene above of the Last Supper, so strikingly similar to Leonardo da Vinci's famous painting, was enacted last week in the hardy city of Allentown, Pa., better known for its cement, steel and furniture factories. An excellent bit of religious stagecraft, it was the highlight of a Passion play presented by the Ancient and Accepted Scottish Rite of Freemasonry of the Valley of the Lehigh.

For their Passion play—one of the few staged in the U. S. and the second ever shown publicly by Masonry—Allentown's Masons adapted *The Divine Tragedy of the Christ* from Longfellow. Its 14 scenes, beginning with the temptation of Jesus by Satan and ending with the Resurrection, were applauded by 5,000 people who jammed the Consistory theater on three successive nights. They saw an amateur cast of 100 men, women and children, drawn mostly from their regular jobs as salesmen, teachers, bookkeepers, lawyers, dentists, manufacturers and mechanics, play the taxing dramatic roles of Jesus, His twelve disciples, His friends and His enemies.

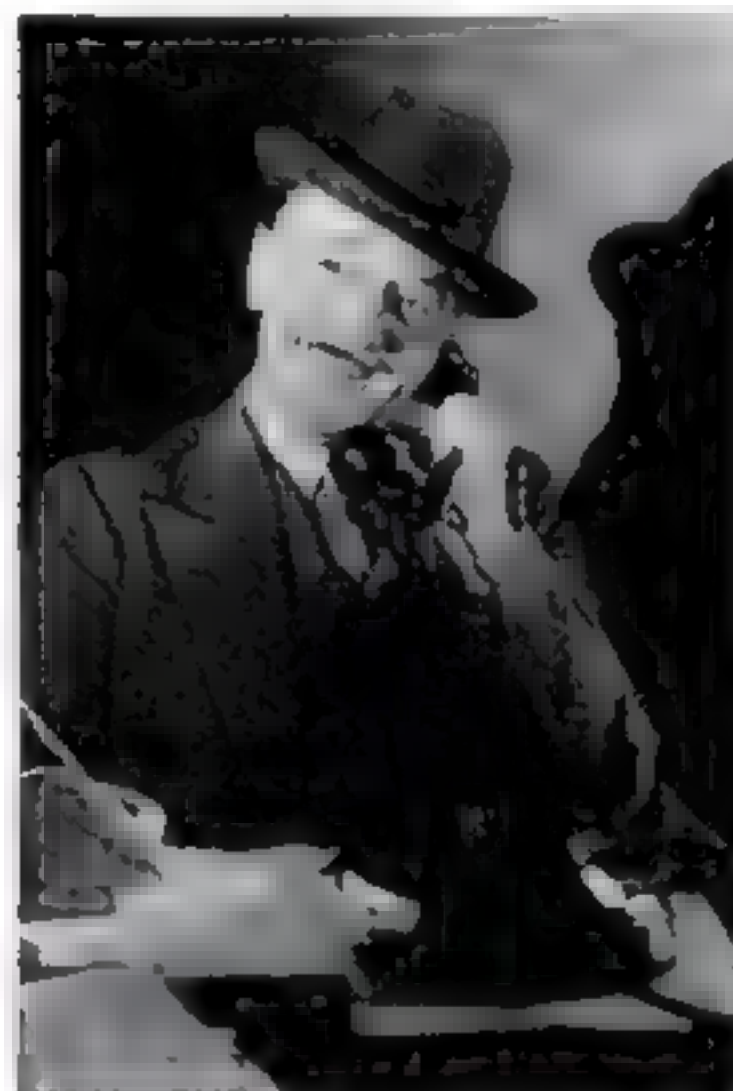
Christ was portrayed by the head of the mathematics department of the local high school, who achieved a striking resemblance to portraits of the Saviour. Although Allentown's Masons produced their Passion play in 1928 and in 1938, last week's performances were the first to which the public was admitted. From now on the Masons hope to give public performances every year.



BUT JUDAS (FIFTH FROM LEFT) CLENCHES FIST AND WATCHES CHRIST TO SEE IF HE WILL BE FOUND OUT AS THE TRAITOR



Head of the mathematics department at Allentown High School, Earle H. Weinsheimer, whose job is explaining geometry propositions to students (left), plays Christ (right).



The treasurer and sales manager of the Komfo Products Corp., Edmund Collins, plays a despicable Judas (right). But on the telephone in his office (left) he is a genial Cockney.





COME ALONG, INSPECTOR!

'High time you see the broken-down, pre-war utensils I cook with, my pet. Look at this . . . and this . . . and this.*

Bring your kitchen up to par with modern ALUMINUM COOKING UTENSILS

WHAT TO LOOK FOR:

*HANDY POT 'N' PAN CHECK LIST!

- Sizes:** ☐ Too few ☐ Too small ☐ Too large.
How they heat: ☐ Too slow, waste fuel.
☐ Too fast, burn food.
Convenience: ☐ Heavy to lift ☐ Awkward to handle.
General condition: ☐ Worn ☐ Battered ☐ Broken.
Bottoms: ☐ Bulged, wobbly.
Handles: ☐ Uncomfortable ☐ Loose ☐ Get too hot.
Knobs: ☐ Loose ☐ Broken ☐ Get too hot.
Lids: ☐ Too few ☐ Out of shape.
Cleaning: ☐ Unsanitary seams, crevices.
 How do your pots and pans pass this inspection?

WHAT TO DO NEXT!



Bring your kitchen up-to-date with modern Wear-Ever Aluminum Cooking Utensils. When you buy look for the Wear-Ever trade-mark on each utensil. For 39 years it has guided housewives to "Aluminum at its best." If you do not know where to buy Wear-Ever, write The Aluminum Cooking Utensil Company, 1504 Wear-Ever Building, New Kensington, Pennsylvania.

Your cooking utensil equipment is a family affair. A thousand meals a year depend upon it for flavor, health, and economy.

Read the paragraphs below to your husband, then ask him to team up with you on a really critical inspection of the most important equipment in your home. The check* list will help.



FOR FLAVOR—Aluminum, the metal that is Friendly to Food, keeps food flavors natural. Foods look better, taste better because they cook evenly in Aluminum.



FOR HEALTH—The natural goodness—the minerals, the vitamins, the purity, are preserved in Aluminum. Full food value and full flavor make for appetites and health.



FOR ECONOMY—Nature made Aluminum a better heat conductor than other metals practical for cooking. Heat spreads faster, cooks evenly, uses less fuel. No food spoiled.

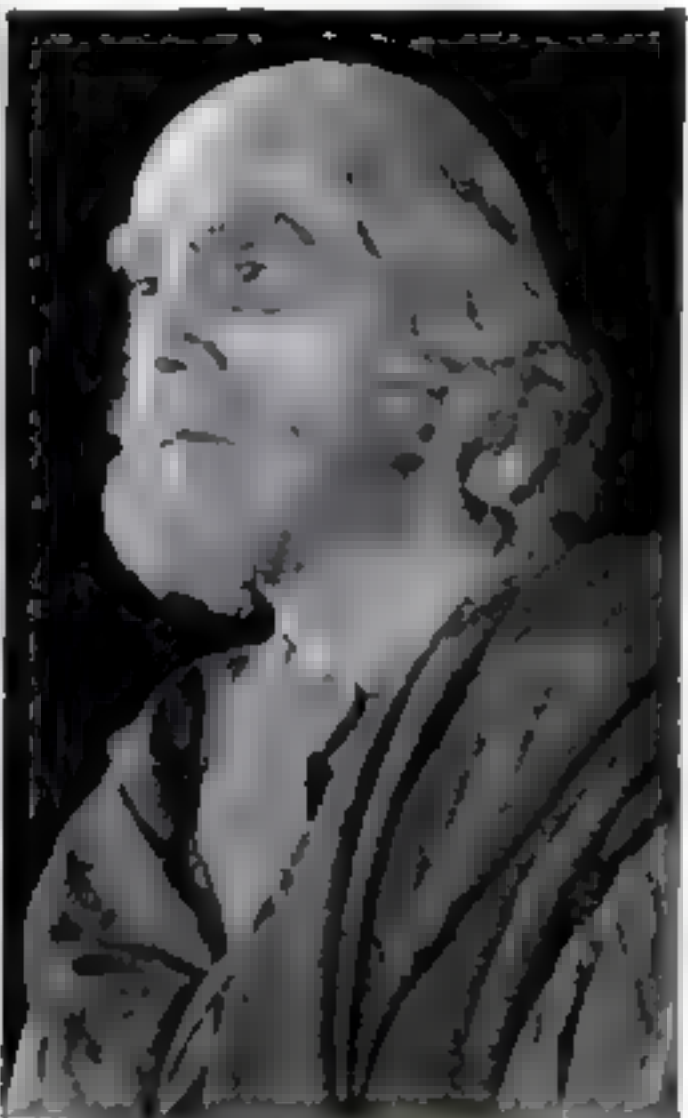
“Wear-Ever”
Aluminum at its Best

SPEAKING OF PICTURES

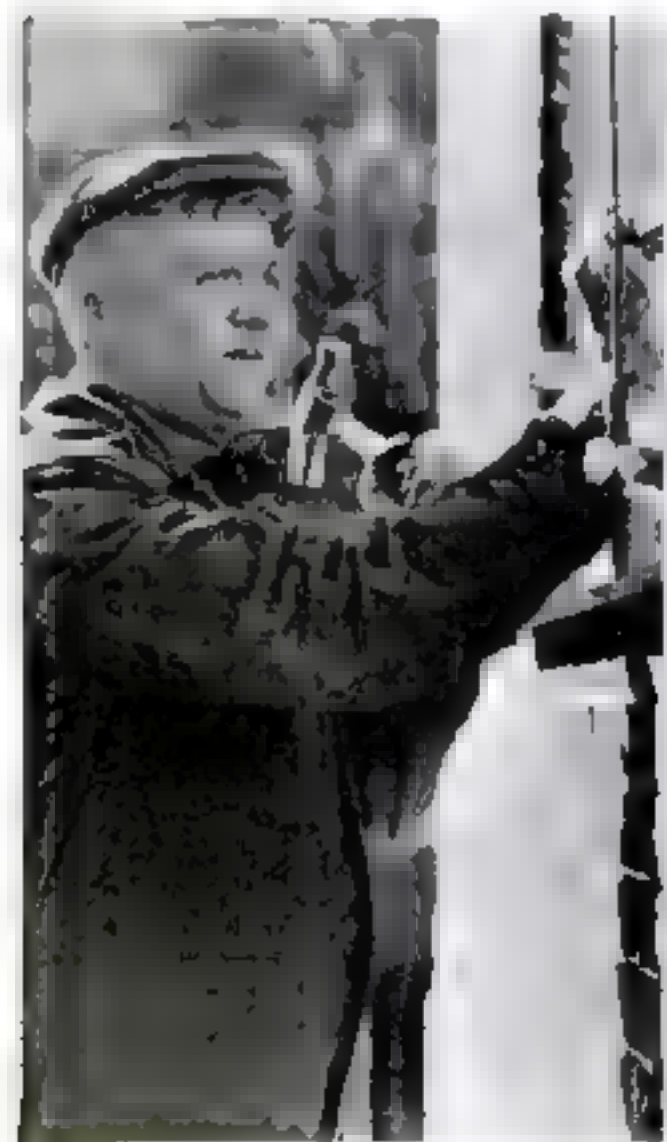
(continued)



An insurance salesman, Elvin E. Myers, plays the sympathetic role of the disciple John (right). He is an Elder of Allentown's Evangelical and Reformed Church.



Another faculty member at the local high school, Alfred C. Lewis, portrays impulsive Peter (right). A 33rd-degree Mason, he was in charge of *The Divine Tragedy*.



An electrical contractor, Robert W. Keck, plays the role of James, the Less (right). He was born and raised in Allentown and is a member of Zion's Reformed Church.

*To feel better faster
—take Sal Hepatica!*



MRS.: Wouldn't you know? Special company coming, forty things to do—and I've got a lousy, sick headache. Of course, I'll take a laxative but this sickish feeling will linger for days.

MR.: Not if you take Sal Hepatica, love.



MRS.: Do you mean there's something different about Sal Hepatica?

MR.: I certainly do. First, it's quick yet gentle in its laxative action. Second, it counteracts excess gastric acidity, chases that sickish feeling in a hurry. Millions know that—by experience.



MR.: Darling, everything was grand. You're the best little hostess in this county!

MRS.: Silly! I'm not the miracle worker—it's you—and Sal Hepatica. That sparkling glassful certainly gave me a fast come-back.



IT'S A QUICK,
GENTLE LAXATIVE

AND IT COMBATS EXCESS
GASTRIC ACIDITY, TOO

SAL HEPATICA
for a quick come-back

Get it at your druggist's
today!

TUNE IN! Fred Allen in "TOWN HALL TONIGHT"—Wednesdays at 9 P. M., E. S. T.

TRADE IN YOUR OLD TOASTER

for

\$2.00

on "The Toaster You've Always Wanted"



This offer good in the United States only.

THE NEW 1939 TOASTMASTER Toaster or Set

HAVE you a cranky old toast-burner in your home—a treacherous finger-blisterer? If you have, you're in luck. That wretched Jonah is actually worth money—for once! You can trade it in for \$2 on this beautiful Toastmaster toaster, or on one of the stunning new Toastmaster tray sets.

And then you'll have toast that is toast. Toast that can't burn; toast that you never watch or turn; toast that comes light, medium, or dark—as you



\$2 Allowance for your old toaster on the new TOASTMASTER Toaster or Set

\$2 Allowance for your old toaster on the new TOASTMASTER Hospitality Set, De Luxe or Standard

like it! The Flexible Timer tends to everything. Up pops the toast the instant it's done, and off goes the current.

DON'T WAIT! THIS OFFER CAN'T LAST
This opportunity is open only until May 31. So do be prompt! Take your old toaster, regardless of its age, make, or condition, to any store selling Toastmaster products. They will gladly allow you \$2 on the purchase of a 2-slice, fully automatic, pop-up type Toastmaster toaster—or on a Hospitality Set or Toast 'n Jam Set complete with this toaster. Why not go today? Toastmaster products are on sale at department stores, electric companies, jewelry, hardware, appliance, and specialty stores—or wherever electrical appliances are sold.

*"TOASTMASTER" is a registered trademark of McGRAW ELECTRIC COMPANY, Toastmaster Products Division, Elgin, Ill.

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LIFE'S PICTURES



Like many photographers, amateur and professional, Walter Sanders, who took the pictures of kites on pages 62 & 63 and of the Steig statues on pages 35 & 40, first became serious about the camera when his baby was born. After he turned professional, however, he gave up taking pictures of his daughter altogether. He was born in Stettin, Germany, 49 years ago, excelled in free-hand drawing at school and attended Berlin University before going to War. He served as staff photographer for several German publications, covering assignments all over Europe before coming to America a year and a half ago. He will be remembered for his pictures of translucent statuary and dioramas in the New York World's Fair story (LIFE, March 13). He believes he can work better while smoking a cigar.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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20—NAPOLITANO LICE D. V. from R. N. WILLIAM LEMBECK A. P. GENTHER FILE D. V. from D. A. P. WILLIAM LEMBECK
21—D. V. from D. A. WILLIAM LEMBECK CARL BLAHER from D. A. A. P. P. 1 JOHN from D. A. J. H. A. P. CAPA-PIX, MARGARET BOYCE-WHITE
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23—HAROLD MITH
24—W. W. P. 1
26—JOHN PHILLIPS—DAVID R. SCHERMAN
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FIN
29—JAMES HAMILTON—HILMA REICHEL—WERNER
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29—WILLIAM WIDMATER
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32—P. 1 BRITISH PRESS COMBINE LTD. P. 1,
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36—GRAY O'REILLY
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67—CARL M. MYDANS—MARGARET BOYCE-
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70—L. column CARL M. MYDANS—R. column
BROWN BROS. BROWN BROS. CLEVELAND
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72, 73, 74, 75—CARL M. MYDANS
76—STORFF-VOLLMANN—A. P.
77—THOMAS H. MCAYO—W. W.
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86—CHARLES E. BULLOCK
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WORLD

HOW SMART IS YOUR DOG?

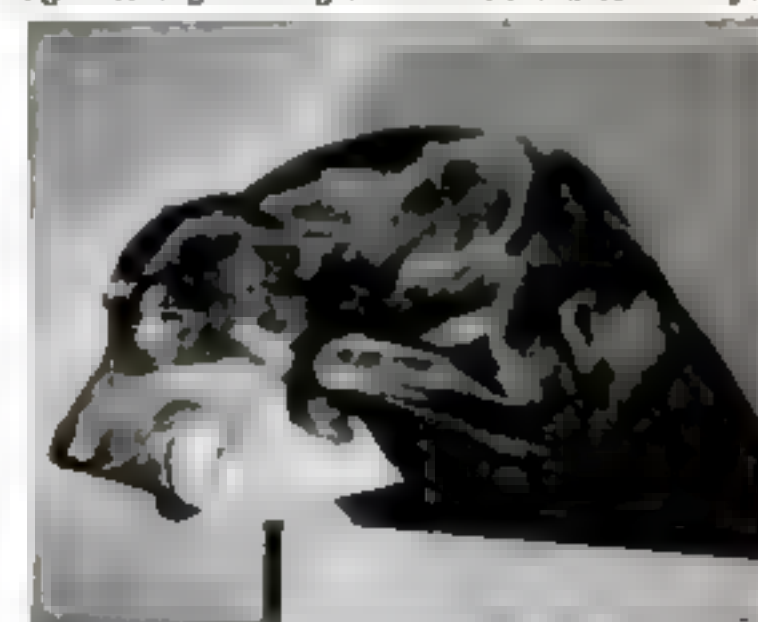
Red Heart Shows You "Three R's"
Easily Taught Most Healthy Dogs



Response to commands should be instant, alert. To teach dog trick shown above, trainer von Motzeck says: "Form circle with arms near floor. Have attendant pull dog through with leash. Gradually raise arms until dog jumps on command 'Through!' Keep dog in condition by feeding vitamin-rich Red Heart—beef, fish, and cheese flavors in rotation."



Refusal of food from strangers: "Hold food in palm of right hand. Force sharply toward dog and quickly withdraw several times. Feed to dog with left hand. Teach dog to take food from left hand only—never from right hand, usually presented by strangers offering food. Tip: feeding delicious Red Heart—beef, fish, and cheese flavors in rotation—is good insurance against dog seeking elsewhere for diet variety."



Retrieval: "Get dog's attention by pretending to throw or roll object to be retrieved. When dog is aroused, throw article (rubber ball is good). Call dog to you when he picks it up." Remember that condition is an important factor in dogs' ability to learn. Red Heart is made in a federally inspected plant with wholesome meat and meat by-products, cod-liver oil, and Fleischmann's Irradiated Yeast. For extra gnawing exercise, add Red Heart Dog Biscuits abundant in Vitamin D. Three flavors in each package. FREE! Booklet, *Dogs, Their Care and Feeding*. Write to John Morrell & Co., Dept. 44, General Offices, Ottumwa, Iowa.

RED HEART DOG FOOD

What 1939 Car is Famous for its Money-Saving Features?



This Year We Want You to Decide!

WE could give you many reasons why Dodge has such a nation-wide reputation for economy...tell you in detail all about the famous money-saving features that are packed into its great Floating Power Engine...

Take a Look!

But that isn't the point. This year we want you to decide...we want you to be the judge and jury. In fact, we are so confident that the new 1939 Dodge will back us up that we simply say to America's new car buyers: "Take a Look...that's all Dodge asks!"

Before you buy any car, at any price, go to your Dodge dealer and take a look at every part of this new Dodge. If economy is what interests you most, take a look at that great Dodge engine. And while you're looking, remember this: it

gives you not only all the proven gas and oil saving features that have won for Dodge its nation-wide reputation for economy, but—for 1939—offers new advancements for even more efficient operation! And don't forget Dodge Dependability—that inbuilt quality of every Dodge for 25 years which means even greater economy in longer life and freedom from repair!

New Ideas!

But don't stop there! Take a look, too, at the radical new style lines of this new Dodge...its stunning new interior, roomier than ever...and its wealth of new ideas—all yours at no extra cost!

Then take a look at the price! You'll find this big, Luxury Liner is priced *even lower* than last year's Dodge!

Time in on Major Homes Original Amateur Hour, Columbia Network, Thurs., 9 to 10 P.M., E.S.T.

TAKE A LOOK AT THESE NEW LOWER PRICES!

Coupes **\$756** and up

Sedans **\$815** and up

ALL FEDERAL TAXES INCLUDED

These are Detroit delivered prices and include all standard equipment bumpers, bumper guards, spare tire and wheel, safety glass, fenders and sheet metal painted to match stand and body color. Transportation, state and local taxes (if any), extra.

VISIT YOUR DODGE DEALER FOR DELIVERED PRICES IN YOUR LOCALITY

TRUCK BUYERS, ATTENTION! New Dodge trucks, "truck-built" in giant new Dodge truck plant...7 new engines, new styling, new rust-proofing, new larger cabs...yet priced with the lowest! See your Dodge dealer today!

New 1939 DODGE *Luxury Liner!*

Good News for Used Car Buyers!

Now you can get a Dodge used car which, in many ways, is just as modern as many competitive-make 1939 new cars—and get it

for only a fraction of the cost! Here's why: there's such a great demand for the new 1939 Dodge that buyers are actually turning in fine late model Dodge cars way ahead of time! These cars, still "youngsters" in mileage and looks, are being sold by Dodge dealers at amazingly low prices! What's more, the demand for the

brilliant new 1939 Dodge Luxury Liner by owners of other makes of cars is giving your Dodge dealer one of the finest stocks of used cars of all makes and models in your locality! See your nearby Dodge dealer right away! No matter how much or how little you care to pay, he has a car to suit your taste!

ZONITE—THE FAMOUS ANTISEPTIC THAT CAME OUT OF THE WORLD WAR

TO PROVE THAT ZONITE DANDRUFF TREATMENT ACTUALLY DOES THE JOB!



BECAUSE we are absolutely convinced that you will be delighted with results from the Zonite Dandruff Treatment, we make this generous offer:—

Go to your drug store today and buy a regular medium size bottle of Zonite and you will get—**ABSOLUTELY FREE OF CHARGE**—a 50c bottle of Barcelona Castile Shampoo. Enough Zonite and Shampoo to last from 5 to 6 weeks!

What's more—if at the end of this period you are not completely satisfied that the Zonite Antiseptic Scalp Treatment does a real job, *we will refund your money IN FULL!*

The Zonite Dandruff Treatment does what skin specialists say is necessary. (1) It kills dandruff germs at contact. (2) It gives hair and scalp an antiseptic cleansing. (3) It stimulates the circulation. (4) It relieves itchy scalp. (5) It helps to prevent dryness.

This Zonite Dandruff Treatment is easy to use. Just follow the simple directions in the package. And remember, for best results, use the Zonite treatment twice a week at first . . . then later, once a week.

Be sure to ask for your FREE bottle of Barcelona Castile Shampoo when you get your Zonite.

BARCELONA CASTILE SHAMPOO

To enable you to get the *very best results* with the Zonite Dandruff Treatment we wanted to give you a *high-quality* liquid shampoo. After a long and thorough search we finally discovered Barcelona Castile Shampoo—a preparation of excellent quality, used in the *most exclusive* of New York's beauty salons.

Barcelona Castile Shampoo is made with the purest and finest imported olive and other vegetable oils. It has a splendid cleansing action on hair and scalp. Used (as directed) in the Zonite Dandruff Treatment, Barcelona Castile Shampoo will beautify the hair and cleanse the scalp pores.

Be sure to ask for your FREE bottle of Barcelona Castile Shampoo when you get your Zonite.

* Zonite is a clear, colorless, liquid antiseptic—an improvement on the famous Dakin Solution which revolutionized World-War surgery . . .

Use Zonite for:—DANDRUFF...FIRST AID...SORE THROAT...BAD BREATH...ATHLETE'S FOOT.



100% MONEY-BACK GUARANTEE YOU'LL BE SATISFIED

ZONITE PRODUCTS CORPORATION, NEW BRUNSWICK, N. J.

FREE

50c SIZE BARCELONA CASTILE SHAMPOO FREE WITH 6 oz. BOTTLE OF ZONITE

FOR THIS
FREE



MADE WITH OIL FROM OLIVES LIKE THESE Barcelona Castile Shampoo is made with imported olive oil and other fine vegetable oils. It is free from all harsh or caustic which can irritate the scalp. Used (as directed) in the Zonite Dandruff Treatment, Barcelona Castile Shampoo makes your hair lovely, lustrous and youthful!

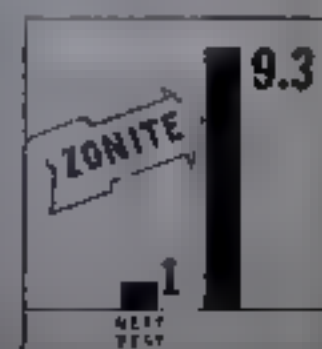


Bottles
Shown
Are About
1/2 Actual
Size



WHEN YOU
BUY THIS
FOR 47c

ZONITE WINS GERM-KILLING TEST 9.3 TO 1
To find out the germ-killing powers of the nine popular, non-poisonous antiseptics, a test was made. The results show Zonite is 9.3 times more active than the next best product. (Method used—standard laboratory tests.) Save money by using the Zonite Antiseptic Scalp Treatment.



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LIFE'S COVER: The man on this week's cover is W. L. Barler, 64, former captain in the Texas Rangers. The Rangers deserved all their fame. Small in number but long on bravery, they did more than any other group of men to bring order to a lawless State. Though their glory is still great, they are now only a small part of the Department of Public Safety. But in the wide open spaces of Texas they are still a power. Barler used to know famed Judge Roy Bean well (see p. 71). For a panorama of Texas, scenic, economic and social, see page 64.

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*A rainbow of glorious hue
Disappeared for a time from the blue.
When finally traced
At the head it was placed
Of the Kayser Spring Color Review.*

SPICY, dashing, exhilarating shades! Or exquisite, demure, subdued shades! Kayser's new spring hosiery has them all! Be envied by everyone! Wear them **FIRST!** Select your complete hosiery wardrobe from the smart array! They're style-right for town or resorts. 79¢ up.

Win a 2-Week Vacation Free!—To New York or San Francisco! 102 Other Valuable Prizes! For full details ask for entry blank at your local store selling Kayser underwear, hosiery, or gloves. If they haven't entry blanks, write Kayser, 500 Fifth Ave., New York, N. Y. Contest closes midnight April 15th, 1939.

BE WISER...BUY
KAYSER

AMERICAN MADE AND SOLD THE WORLD OVER

SNACKING ACROSS THE COUNTRY

Outstanding favorites in the national roster of popular snacks are pickles and relishes from the famous House of Heinz



Hill of the season is Heinz India Relish with snacks! The current vogue among Broadwayites calls for thick rye bread sandwiches of Pastrami (Hungarian spiced corned beef) or Heinz Peanut Butter topped with a layer of this Heinz chopped relish.



Cram sessions in the dormitory have produced countless snack-concoctions. A campus classic, popular for generations, is the Welsh Rabbit. Some collegiate epicures insist that slices of Heinz old-fashioned sliced cucumber pickle should be laid on the toast before the rabbit is spooned over it. Others contend that the height of snacking bliss is a hot bite of rabbit followed by cool, crispy slices of Heinz Fresh Cucumber Pickle forked right out of the big, moderately priced "57" jar. But they all agree that the pickle really should be Heinz!



Smart snacks are speared on toothpicks these days. Large cucumbers, eggplants and even red cabbages are used as holders for these toothpick-tidbits. For a tasty canapé, try grilled cocktail sausages with morsels of Heinz Mustard Chow Chow. Cubes of corned beef pair well with Heinz Sweet Gherkins. And bits of meat loaf make a piquant combination with slices of spicy, perky Heinz Fresh Cucumber Pickle.



For a larry into the refrigerator, Heinz Dill Pickles are a must. One of the more mannish snacks calls for limburger and cream cheese, thin slices of pumpernickel and Heinz Dill Pickle. Incidentally, you probably haven't tasted dills like Heinz since the days when your mother put them up in a gray stone crock—for these are carefully made from an authentic old-fashioned "rule."



A batch of old-time pickles. ① Heinz Preserved Gherkins—sweet or sour. Tiny, specially cultivated cucumbers in mellow spiced vinegars. ② Heinz Mixed Pickles—sweet and sour. Select vegetables—some whole, some sliced—put up in Heinz own vintage pickling vinegars. ③ Heinz Mustard Chow Chow Pickle—authoritative but never sharp. ④ Heinz Sweet Mustard Pickle with the zest of Heinz Malt Vinegar, curry and spice. ⑤ Heinz Genuine Dill Pickle—mild, with a touch of sweetening. ⑥ Heinz India Relish—appetite-tempting combination of chopped vegetables, roundly spiced. ⑦ Heinz Fresh Cucumber Pickle—crisp, crunchy slices—with real old-homestead savor.



MADRID FALLS AND GENERAL FRANCO'S SPAIN JOINS THE EUROPEAN DICTATORSHIPS

The most important fact about Spain now is the general dressed as an admiral at left—Francisco Franco, winner of the Spanish Civil War. The quirks of his character mean life or death to 2,000,000 Spaniards, possibly even life or death to the imperial ambitions of Britain, France, Italy or Germany.

Last week, after 32 months of civil war, the end came. The Loyalists had no coal, no gasoline, almost no food or ammunition. Railroads and automobiles stood still. As many Loyalist officers as could find transport fled Madrid. Only a Colonel Adolfo Prada remained to the last in Madrid but when he tried to speak over the radio, a screaming Nationalist pushed him from the microphone. A few hours later the Nationalist troops entered Madrid, behind a horde of tired Loyalists, white handkerchiefs waving from their empty rifles. On their heels came 6,500 bread trucks of Franco's Social Help organization. In their wake came the secret police to arrest 100,000 Loyalists. These, and 10,000 Communists already held as hostages by the Loyalists, can hope only for Franco's mercy.

The point about Franco is that he knows his fellow-Spaniards as few Spaniards know themselves. In a country of impatient, arrogant and hot-tempered men, he is slow, thorough and endlessly patient. His technique with his troops was to hold them back. He notably did not join in the angry political debate which has divided and ruined Spain. He is a devoted family man, helps his only daughter with her homework and does not drink or smoke. Son of a Spanish naval officer, he married a rich merchant's daughter, went to the French Military School, became a Spanish general at 32. He joined the Army revolt in June 1936, under a group of far more brilliant men than himself. These have all died since then and Franco remains, pretty much alone.

The history books should note his words to the people of Catalonia: "If, when you had all the gold of Spain, nearly all of the munitions dumps, the arms and munitions factories, the most important coal and iron mines, all of the large metallurgical installations, the large deposits of foodstuffs and raw materials, nine-tenths of the fleet, three-quarters of Spain's coastline, thousands of airplanes and hundreds of tanks and an army which in shock troops alone counted 100,000 internationals—if, with all these elements, you lost battles and were repeatedly defeated, imagine your position today when you have lost all and we have won. . . . Do you not see that our military victory is also an economic and political victory? As your economy collapses, ours is every day more solid and more flourishing."

For another angle on what actually won the 32-month-long Spanish Civil War, see following pages.



AN ITALIAN STRIKING FORCE TAKES A SPANISH VILLAGE ON THE WAY TO THE CAPTURE OF SANTANDER.

THE ORGANIZATION OF AN ATTACK IN MODERN WARFARE IS MAGNIFI-

A GREAT SPANISH WAR PICTURE SHOWS WHAT A GENERAL SEES OF BATTLE

In the 32 months of the Spanish War, no other camera that LIFE knows of managed to photograph a battle scene like the one above spread out around a Spanish town. This picture, taken by an official Italian photographer, reached New York and LIFE simultaneously with the news of the fall of Madrid. What makes it so exciting to military men is that it shows the panorama of war as it really looks—a cold and methodical deployment of men and machines to the best effect. These are Generalissimo Franco's Italian allies of the Black Flame Division, commanded by Italian General Frusci. A single battalion is taking the village of Soncillo. The photographer is ahead of the artillery, 149-mm. and 75-mm. guns, on the hill overlooking the valley. Near the photographer are the officers and orderlies of the battalion staff.

The troops seen have just advanced over this hill.

Now they are reforming among the vineyards of the hillside just in case resistance develops inside the village. A selected detachment of *Arditi*, born fighters who may wear their hair long, are inching it to the town as shock troops with hand grenades. They expect little resistance. The almost total lack of Loyalist artillery is shown by the absence of smoke puffs. The Nationalist artillery is not firing at Soncillo, naturally, since its own men are entering the village. Presently it will begin to shell the next objective in the far distance.

Behind the first line of shock troops wait the little mountain guns used by infantry for direct fire, while still farther behind stand the trucks and tractors that brought them up. Farthest back of all are the general reserve. Everybody watches closely as the *Arditi* poke into the town. In fact, they got a ter-



RECENTLY DEMONSTRATED HERE IN ONE LANDSCAPE. IDEALLY THE MACHINE GUN COMPANY SHOULD NOT BE SO FAR FORWARD. THE LOYALISTS ARE TO RIGHT OF THE TOWN

rible surprise after they had occupied the church and most of the buildings. A Loyalist nest developed in the railway station to the right of the town. As usual in modern war, this developed as a co-ordinated group of machine guns all covering a field of fire. The Nationalists mopped it up with the reserves from the rear, and continued their advance, veering toward the right.

The place where the Nationalists had real trouble was at the edge of the hills in the distance. There the excellent Loyalist infantry held on tenaciously until overpowered by the bayonet. On beyond the hills lies Santander, the objective of these troops.

The reason this picture is normally so hard to take is that the troops are usually so far deployed as to be unphotographable. The camera has caught a moment when the attackers are compactly grouped, be-

cause the officers incorrectly expected no resistance.

In this offensive the Italians got practice by using far more artillery than they needed, as they did later in the drive on Barcelona. The surest way to win a war is to have masses of good, simple, rugged artillery and trained crews to fire it. Britain and France are at least a match for Germany and Italy in that. Notice that the Italians have small artillery (as well as the too-advanced machine-gun company) well up forward, in case of a surprise tank attack by the enemy. In this or any other terrain the tanks would have to lumber forward in fixed channels along the good ground. They would have to slow down to 5 m.p.h. or stop in order to fire with any accuracy. Unless supported by infantry, they would be stopped cold by cool-headed infantrymen with grenades and gasoline bottles.

If this battle were in a first-class war between major powers, the enemy artillery would be pounding the whole advance and planes would be bombing and strafing the Nationalist troops. In that case, of course, anti-aircraft would also be in action. The Italian gun crews in this campaign earned a high reputation. The guns were not the latest thing but were sturdy and plentiful, moved by tractor, truck or horses. The Italians have not made the mistake of over-motorizing their artillery as have the Germans. In practice, Spain showed, machines break down too often. This fact sharply limits the usefulness of tanks. The German tanks kept throwing their tracks. The Russians' long tracks showed up far better in rough country. Spain also proved that tanks need cannon, heavy armor and Diesel engines and should be accompanied by the infantry.

CONTINUED ON NEXT PAGE

THE SPANISH CIVIL WAR WAS A TESTING GROUND FOR TOOLS OF BATTLE

The Spanish Civil War was turned into a dress rehearsal for the next World War by Italy, Germany, Soviet Russia, Czechoslovakia and, to a small extent, France. On these pages are presented the lessons the world's general staffs learned in Spain.

Biggest lesson is that the nations with the best factory workers, mechanics and chauffeurs will probably win the next war. Planes, tanks, anti-aircraft, anti-tank and machine guns put it up to industry to produce sound, well-made models that are easy to use and easy to repair in the field. American method

of mass production of standard models is a winner.

So far the Germans have best applied this lesson to anti-aircraft and anti-tank guns, and to fighting and bombing planes. Their standard models are first rate, well built and stand up in action. The Italians have applied the lesson to getting masses of not-too-fancy artillery and planes. The Russians had a good idea in tanks but everything they manufacture is likely to have fatal mechanical flaws.

Spain disproved the soldier's dream that the next war will be all maneuver. Even the small-time

The Spanish Nationalists won the war with these Italian and German weapons



Italian guns, lots of them, won Spanish war. These are 149-mm., somewhat old-fashioned but sturdy.



Italian Fiat tankettes were a failure. Half-inch armor was too thin, high speed was useless and omission of a turret was a bad mistake. Notice flame-throwers behind.



Italian Savoia-Marchetti S-79 bomber won a success. It is fast but, most important, it wears well in combat.



German bombers were the best. Left, the secret of yesterday's Henschel Hs. 123, right, Heinkel He. 170k. Bombs carried outside.



German Dornier Do. 17 is world's fastest bomber. Has track 432 m.p.h. with bombs. In action gunner's seat is lowered out of bottom of plane.



German anti-aircraft gun, 88-mm. 1000 was more. Battery of four rows a huge area with fragments.



Light anti-aircraft gun, fast-firing against low-flying airplanes.



German anti-tank gun manned by Italians in Spain. These guns stop tanks. Germans have plenty. Russians have the best.



German Schneisser sub-machine gun is very handy. Thirty shots.



German tanks were a bitter disappointment, vulnerable and inefficient. Germans hastened to copy the Russians.

scale of materiel in Spain was able to stop attacks and throw the war back to the old deadlock of trench fighting. However, Spain showed that a perfectly organized and well concealed attack could achieve a break-through. In order to keep going, such a break-through requires the most elaborate organization possible in the modern industrial world. The probabilities for the next war are that the totalitarian states will have the advantage at first because of training and organization. But the democracies have the best mechanics and factories.

In Spain the cannon mounted in the Russian tanks was able to drive all other tanks off the field. (Germany has frantically begun to mount small cannons in tanks.) But the Russian tank attack without infantry support failed. The Russian tanks were captured by men who hid until the tanks were close and then, below the range of the tanks' guns, threw grenades or gasoline bottles into the tanks' track.

The Spanish infantry, especially the Navarrese, proved itself the best infantry in Europe, except for faults of laziness and too much bravery. Loyalist

troops were ruined by political interference and atrocious command. The usefulness of cavalry was proved again. Against Spain's stone towns, flame-throwers are practically indispensable, would be useful against the Maginot Line. Team training was proved most important with bombers, anti-aircraft guns and tanks. Italians and Germans got plenty of it in Spain. Italians dropped bombs in patterns from high up. Germans spotted targets high, like a hawk, then dive-bombed accurately. France has good tanks, very poor planes. Czechoslovakia had best small arms.

The Spanish Loyalists lost the war with these Russian, French and Czech weapons



Russian triumph was 45-mm cannon (right) in 8½-ton tanks. But gasoline bottles tossed in wrecked track, burned crew. Workmanship poor.



Russian trucks were an awful failure. The best truck in Spain was the latest Ford.



Old-style Russian rifles and helmets are being changed now because of Spanish tests.



Russian Maxim machine gun is appallingly bad in design.



Russian Chato fighters could outclimb, outfly, outmaneuver Italian Fiat's Wright-Cyclone motors. They cleared air over Madrid. Note Mickey Mouse



Russian Mosca fighter, based on Boeing P-26, is not so fast as German Messerschmitt 109, lands too fast. Notice Popeye on tail.



Russian bomber, based on American Martin 123, is fast climber, serviceable but badly made.



French multi-seat bomber was a terrifying flop. This Potez 54 was shot down in very short order. France is badly stuck with its favorite multi-seat theory.



Czech Mauser was best rifle in Spanish war, short, well-made, with a knife bayonet. It is a Brno rifle.



Czech "Bren" light machine gun was mainstay of the Loyalists. Everybody has good ones but Czech probably best.

LIFE ON THE NEWSFRONTS OF THE WORLD

Chamberlain draws a deadline; Roosevelt telephones Europe; Senator Taft looks at a snowdrop

The biggest news of the week made no picture because it slipped out almost unnoticed in the rustling hush of a scene no camera has ever recorded—a session of the Mother of Parliaments, the British House of Commons. As the spring sun poured through the stained glass of the high windows and the first jonquils bloomed outside, Prime Minister Chamberlain muttered that Britain and France would give armed assistance to Poland in case of German aggression.

Thus quietly did Britain draw the line across which Hitler steps at his peril. At a word it wrecked Hitler's whole concept that Germany has the choice of fighting England for world trade or moving eastward with England's blessing. It left him with neither choice, short of fighting Britain, France and possibly Russia at the same time. And the whole purpose of Hitler's diplomacy has supposedly been to avoid such a repetition of 1914. On examination, Chamberlain's promise seemed to guarantee only an independent Poland, not Poland's present boundaries. It allows German-Polish negotiation over the Free City of Danzig. It fills the diplomatic hiatus until Britain and France have finished their ominous "talks" with Soviet Russia, Poland, Rumania and Yugoslavia.

Poland is far from being a democracy (LIFE, Aug. 29). But it is a land of patriots. Last week the Polish Opposition joined the Government against Germany. Poland gave amnesty to its most popular politician and permitted Wincenty Witos to return to Poland. Witos' sworn enemy, Foreign Minister Josef Beck, is to go to London this week and then to Paris. The Polish Army is a fair second-class army with 90 infantry regiments, 40 cavalry and 46 horse-drawn artillery, but Poland's poor roads would slow down German tanks and trucks, delay the German conquest several months. Last week Poles massed troops in Pomorze where the German minority is thickest (see p. 25) and removed all spare railway equipment from the Free City of Danzig.

As the democracies stiffened last week, there were strange doings in the totalitarian states. The Brenner Pass was closed to civilian traffic and German troops moved toward it, passing ominously close to the border of Switzerland, a nation well able to defend itself. Mussolini celebrated the 20th anniversary of Fascism with a speech rough in manner, mild in substance, and Hitler put Germany "shoulder to shoulder" with Italy. And on April Fools' Day Hitler replied with passionate indignation to Britain. But his groans about Germany's raw post-War deal, more or less justified until last month's rape of Bohemia, rang hollow last week against the brassy fact of Hitler's past deeds.



BECK



WITOS

Roosevelt v. Hitler. On March 28, President Roosevelt authorized the Navy to proceed with construction of two 45,000-ton battleships, mightiest in the world's history. Next day he set off for a brief vacation at Warm Springs, stopping enroute at Alabama Polytechnic Institute and Tuskegee Institute for little speeches about the South and a handshake with Tuskegee's great Negro scientist, Dr. George Wash-



CARVER & ROOSEVELT

ington Carver (LIFE, March 22, 1937). But with the world in crisis, there is for the President of the U. S. no escape anywhere from fateful problems of state. When Mr. Roosevelt drove up in his hand-operated Ford to the press cottage at Warm Springs on March 31, he told correspondents that he had been on the telephone with the State Department and "Europe" all morning, would probably be all afternoon. "White House sources" diplomatically told reporters what was in the President's mind. He is convinced, it was revealed, that Adolf Hitler has now embarked on a campaign of world domination which concerns not just Europe but the whole world. He is determined that America shall do its share to "stop Hitler."

This week in Washington, hearings were scheduled to begin on Senator Pittman's proposal to revise the Neutrality act to permit America to sell munitions, on a "cash & carry" basis, to nations at war. This move is, of course, directly designed to help Britain, which has the ships and money to buy "cash & carry," against Germany, which has not. Though the Administration obviously favors this revision, it has brought little pressure on Congress to pass it. The reason, it was reported last week, is that the Administration feels that such support from the sidelines is no longer of great consequence, being grimly convinced that if war comes in Europe, America will be in it within six months.

War. The profound apathy that Central Europe inspires in the U. S. was never better shown than by the American press's snubbing of a real war that raged all last week between Slovakia and Hungary. Towns were bombed. Troops charged from trenches. Dead were left in windrows. Yet the story was relegated to the back pages of the newspapers. The Hungarians were simply grabbing the whole Ung River valley in order to get control of Hungary's only railway to Poland through the Carpatho-Ukraine. Though Germany is supposedly Slovakia's sponsor and protector, German Propaganda Minister Goebbels turned up in Hungary in the middle of the war. At week's end Slovakia and Hungary reached an agreement giving the whole area to Hungary, 800 square miles and ten towns, in exchange for two bombed Hungarian towns to Slovakia. Now that Hungary's neigh-

bor, Poland, is the ally of Britain and France, this little squabble may become life-sized dynamite.

Moloch. The U. S.'s virtual corner on the world's gold (see p. 26) is one of the things that makes Germans see red. It brings home too brutally the cold fact that the democracies now own nearly everything in the world worth having. Last week Walther Funk, Germany's Economics Minister and Reichsbank President, said: "Gold seems to flow unceasingly into the already overfilled vaults of the U. S. and the gold-impoorished old world finds the foundations of its currency based on gold tottering. Is a new 'dance around the golden calf' to begin? Will the world sacrifice itself to the American Moloch?"

Tax on Taxers. Reversing two of its previous decisions, the U. S. Supreme Court on March 27 ruled that the Federal Government may henceforth collect income tax from State employees, that States may in turn collect income tax from Federal employees. If Federal and State governments now proceed to take advantage of this privilege, an estimated new \$16,000,000 a year will go into the Federal Treasury, unestimated millions into State treasuries, and ordinary taxpayers will have the enormous satisfaction of seeing well-paid public servants—particularly those who originate taxes—begin to bear their fair share of the national burden.

PICTURE OF THE WEEK

Home to Cincinnati on March 25 went Ohio's new Senator Robert Alphonso Taft to make a speech. On his 60-acre farm outside the city, where he raises and sells \$1,000 worth of strawberries and raspberries yearly, LIFE's Hansel Mieth photographed the lawyer-son of the 27th U. S. President symbolically inspecting an early snowdrop—a harbinger of spring as tender and hopeful as "Bob" Taft's own budding candidacy for the Republican Presidential nomination in 1940.

Outstanding political newcomer of 1939, this conservative and uncolorful middle-aged statesman has been surging steadily upward in public and political estimation. Chief surprise has been his showing in a series of weekly radio debates with new Representative T. V. Smith of Illinois. When the series was announced two months ago, wisecracks shook their heads and chalked up another boner for the Republicans. Smith, longtime University of Chicago philosophy professor and veteran of 16 years on the radio, was one of the most sprightly and engaging of New Deal speakers. Taft, a platform plodder, had had little radio experience. The wisecracks felt that it was the worst possible strategy for a Presidential possibility to expose himself thus to public worsting. But by last week, after the sixth of the debates, they had changed their tune. General opinion was that Senator Taft, with the same solid earnestness and air of hard common sense which impressed Ohio voters last autumn, was actually outshining the redoubtable T. V. Smith.



SMITH



Spring, Senator Taft inspects Ohio's first snowdrop

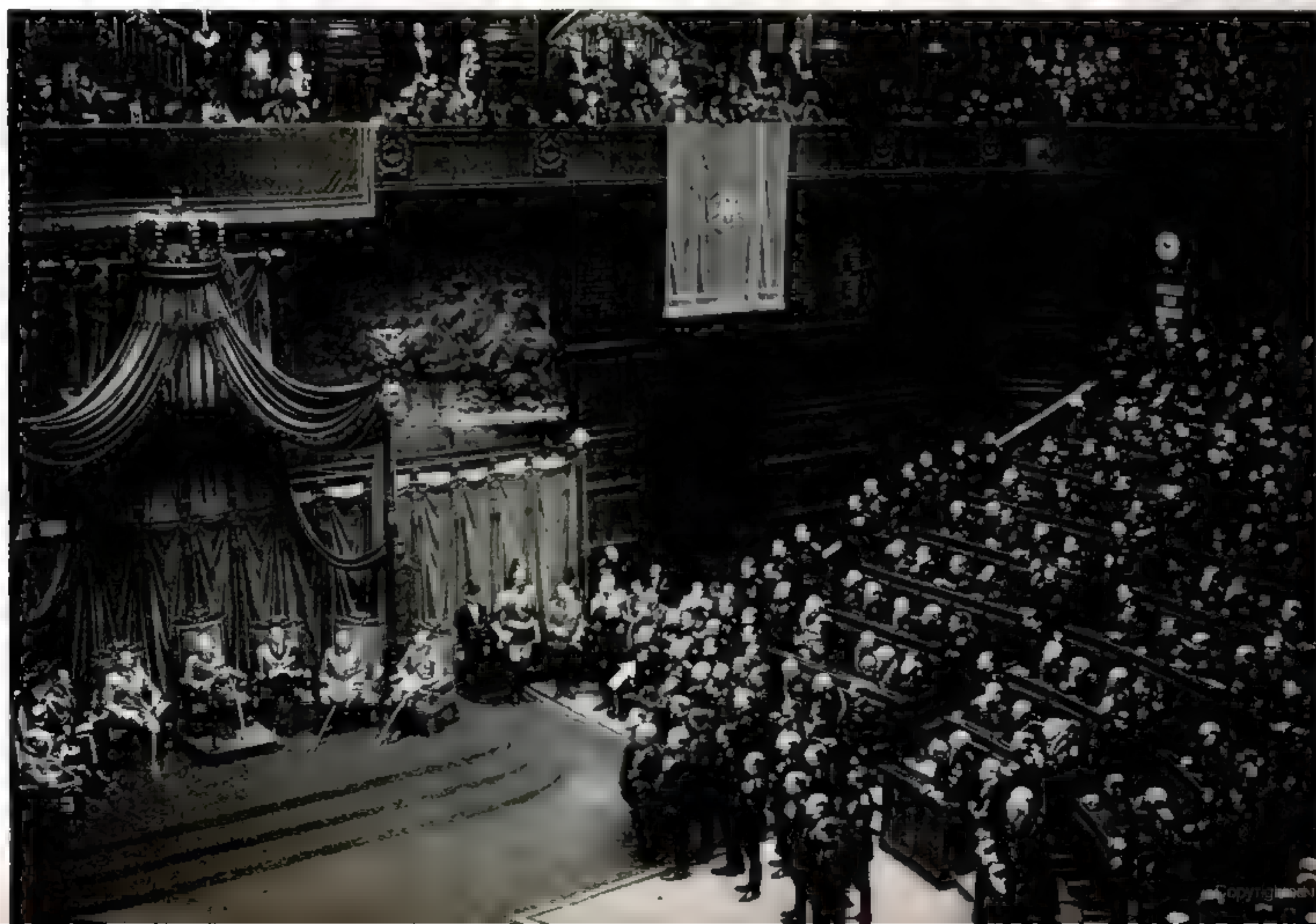
FRANCE BECOMES A DICTATORSHIP AS ITALY COVETS FRENCH LANDS



Premier Daladier of France, on the lower rostrum in top picture, is asking the French Senate for dictatorial powers on March 19. He got them by a vote of 286-17. Here Daladier says, "I cannot regret what was done at Munich. It is indeed because we gave the world such proof of our desire for peace that we are best qualified to say 'We are in

the last trench, which we must hold to the end.' The Senators gave up their share in ruling France on the grounds that Daladier is 'a republican.' As France thus became, the King of Italy, Victor Emmanuel (*below*), took a final speech, playing down Italy's "demands" on France. Un-
 informed as First Marshal, he is surrounded by princes while

Mussolini (*below*) stands among the Cabinet. The audience consists of Senators and the Chamber of Deputies and Corporations. On March 26, Mussolini, in a roaring ranting speech, described France's possession of Tunisia, Djibouti and the Saar Canal as "Lies France told us." Daladier replied that Mussolini was still "on a machine."



POLAND CRACKS DOWN ON ITS GERMAN NAZI TROUBLEMAKERS



If Germany marches into Poland, it will ostensibly be to save these Nazis above from "Polish atrocities." These are in Poznan, in the so-called Polish Corridor to the sea. Because Poland has forbidden them to use their hand, day pass their instruments on the nail file and listen in a circle to a Nazi speaker, Ulrich Ullrich. The wheel design replaces forbidden swastika. Slogan reads "Make Room for German Work." Notice that their uniform is precisely the same as that of the Sudeten Germans who destroyed Czechoslovakia by "Trojan-horse" agitation.

On New York's waterfront on March 31, the liner *Manhattan* deposited 800,000,000 in bullion, the largest shipment of gold ever carried across the Atlantic on a single vessel. This vast treasure was safeguarded in a special strongroom, sealed with concrete, accessible only by hatch from the open deck. Fifty armed guards, carrying Tommy guns, supervised the unloading process at the dock (below). Its arrival brought U. S. gold assets to an all-time high of \$15,160,154,254.18, which is over 57% of the total world stock.

LARGEST GOLD CARGO EVER SHIPPED REACHES U. S. FROM JITTERY EUROPE



EGYPT'S PRINCESS FAWZIYA WEDS IRAN'S CROWN PRINCE

In Cairo on the morning of March 15, Princess Fawziya, beautiful 17-year-old sister of Egypt's King Farouk, was given in marriage to handsome 19-year-old Crown Prince Mohammed Reza Pahlavi of Iran. She did not attend the quick Moslem ceremony, which was strictly a stag affair. While her brother Farouk scratched his name on a formal contract consigning Fawziya's destiny to Iran, the Princess sat quietly with her mother and other Princesses in a neighboring apartment. Then she emerged, joined her groom and posed in a silver-lamé bridal gown for the conventional wedding picture (right).

Outside in the streets three million Egyptians joined in a spectacular mass celebration. Airplanes dropped beribboned flowers from the cloudless spring sky. Sudanese racing camels, Arabian stallions and floats reminiscent of California's Tournament of Roses (LIFE, Jan. 16) jammed the Cairo streets. That night there was a banquet followed by fireworks on the banks of the Nile.

This union, uniting two of Islam's most illustrious and powerful nations, will not be finally completed until Fawziya and her Prince have undergone more ceremonies in Teheran. Their Persian wedding will last 96 hours. By April 24 they will be man and wife.



The wedding party included (left to right): Queen Farida of Egypt, King Farouk, Princess Fawziya, the bridegroom, and Queen

Nazli, mother of King and bride. The wedding is a diplomatic stroke for Farouk, who hopes some day to be leader of all Islam.



"Give, Baby, Give!" was the song that the entire cast lustily sang at the end of the show. *La Camarista* and *Love Is Like a*

Pickle In a Barrel were two of the most popular songs. After the show a late dance was held for members at the Pi Eta Clubhouse.



A naughty Parisian can-can was a big hit. The "girls" (left to right), are Charles Bowen '40, Edmund Childs Jr. '40, I. Minot



The Mardi Gras motif was introduced by floats in the wedding parade. But in America the blonde on the deck would wear fewer clothes.



Farouk, bride and groom stood on the balcony of Ahdin Palace for half an hour while crowds cheered. Groom later took to his bed with a 102° fever.



The niece of the bride, Princess Feriul, the daughter of Queen Farids, posed with her mother after the wedding.



Shepard '39, and Joseph Hanson Jr. '39. Each dancer wore long garters and 20 yd. of ruffles.



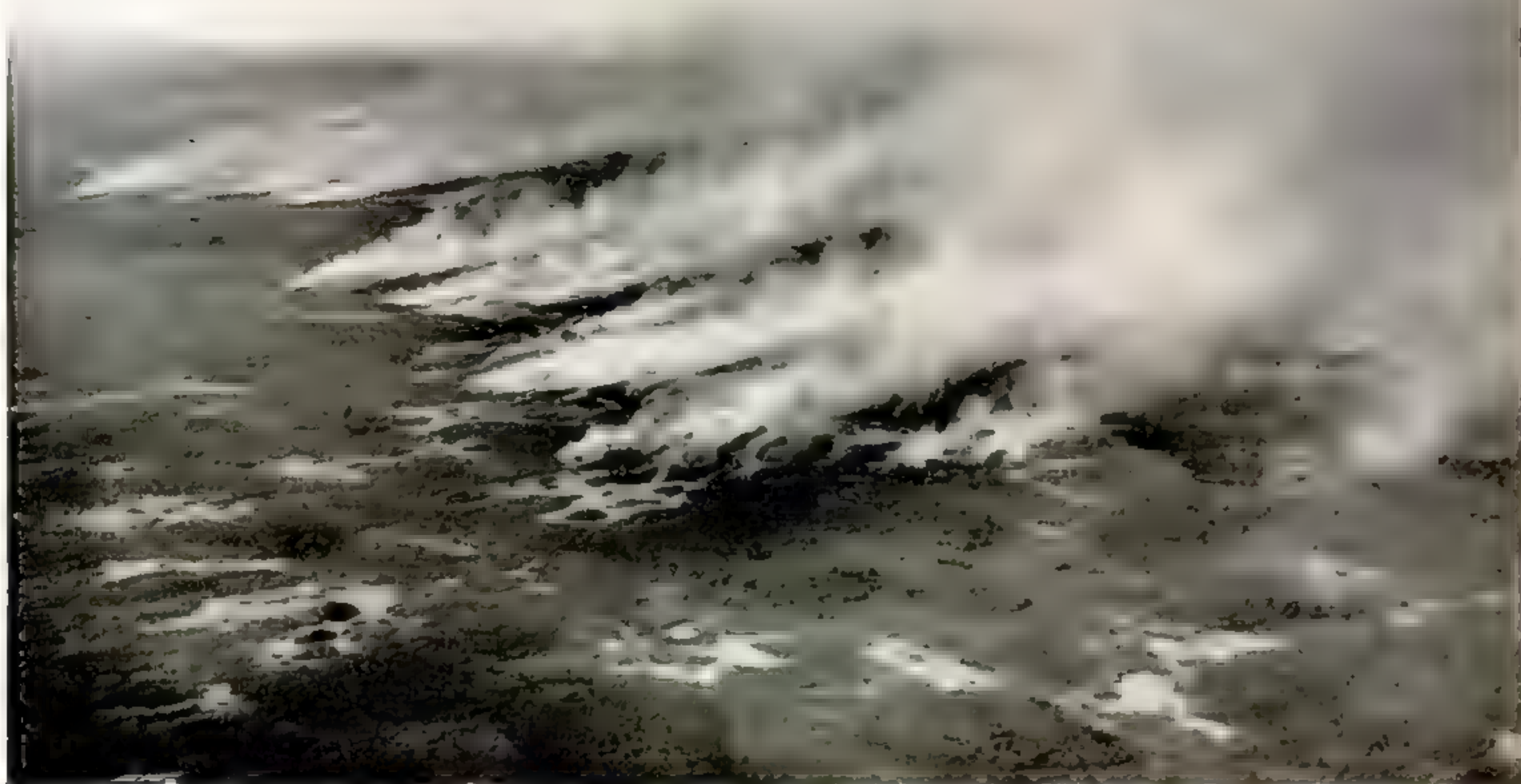
The premiere ballerina, David Conroy '39, tripped the light fantastic in classic ballet dress, ably supported by David Glueck '39, guard on the Harvard football team.

HARVARD'S PI ETA MUSICAL WOWS THE CAMPUS CRITICS

For 69 years, Harvard's venerable but little-known Pi Eta Club has been producing annual shows written, staged and acted by its members. Yet during that time the toasts of Harvard Yard have been reserved for the masculine "prima donnas" of Hasty Pudding, not Pi Eta. Fortnight ago in *Gee, Baby, Gee!* a musical comedy, Pi Eta bid fair to win its rightful place in the collegiate theatrical sun, alongside such luminaries as Princeton's Triangle Club, Pennsylvania's Mask & Wig, Columbia's varsity show and Stanford's Stagers.

Gee, Baby, Gee! rollicked its audiences for three nights with its six scenes, 13 sprightly tunes and as ungraceful a can-can and ballet as any fun-loving audience would ever want to see (left). Its haywire plot, part of which was written by Charles G. Hutter Jr. '38, ex-swimming champion and Olympic star, whirled dizzily around the tribulations of a Rock Valley, Ill. girl who falls madly in love with a screen idol, and the difficulties that three bankrupt movie moguls have in producing their most colossal extravaganza. The actors, including a brawny assortment of football, swimming and track stars made up and costumed as irresistible "girls," enjoyed themselves just as much as their enthusiastic audiences.

FLORIDA'S EVERGLADES ARE TURNED TO WASTELAND BY ADVANCING FIRES

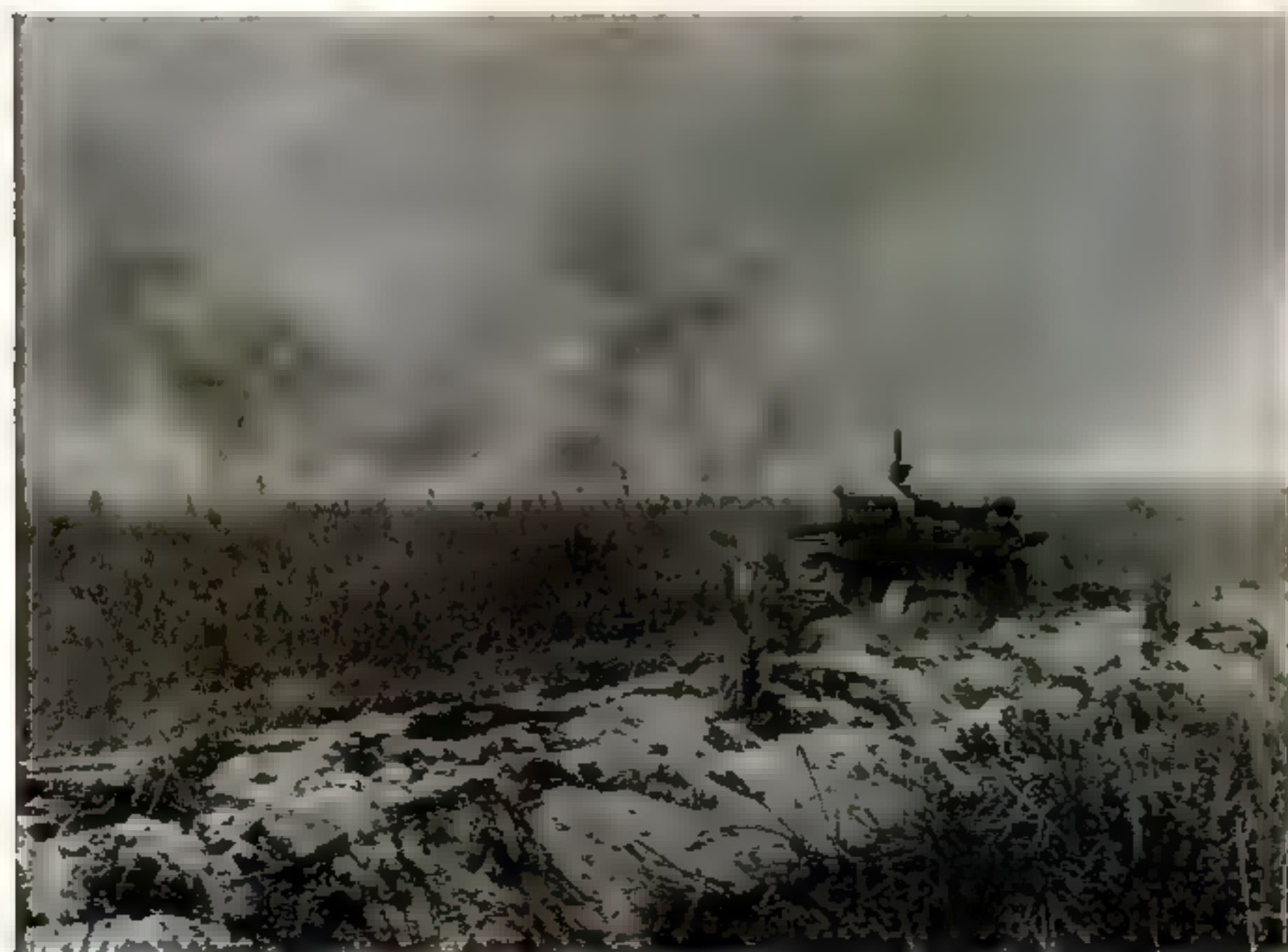


Through all the month of March, towers of smoke rose over the vast flat horizon of the Florida Everglades. Already more than 1,000,000 acres of swamp and sawgrass, rich muck land and mangrove thickets, have been converted into blackened wasteland. On April 1 the fires still were marching on. Above is an

airview, taken March 27, showing seven destructive tongues of flame and smoke licking across the plain.

In other springs, shows egrets, white ibis, waterfowl by hundreds of thousands, nested among these tall grasses. Unscientific drainage of the Everglades for agricultural use gradually diminished wild life,

and this year brought devastation by fire. In many places fires burned 3 ft. deep into fertile muck (peat) that took centuries to form and can never be restored. Below, left, you see a Floridian plowing a levee break. At right (below) fires close in on famed Tamiami Trail, Miami's direct link with the west coast.





In Charleston, S. C., on March 27, creosoted logs in the storage yard of the Century Wood Preserving Corporation mysteriously caught fire and burned all day amid spectacular billowing mantles of black smoke. Creosote is a distillation of wood tar used as an antiseptic by doctors and as a

preservative by meat packers and lumber companies. Its presence on the logs at Charleston caused them, once ablaze, to burn with an even white heat devoid of wandering sparks that might have endangered the whole north end of the city. The total loss was \$200,000. On the morning

of the fire a MARCH OF TIME motion-picture crew happened to be in Charleston. They hurried to the scene and began taking pictures. Staffman Bill Widmayer snapped this exciting still, showing volunteer fire fighters trying to save a huge stack of logs at the height of the blaze.

FRENCH PRESIDENT GETS ROYAL WELCOME IN LONDON

With the pomp and pageantry that the British normally reserve for their own national and royal celebrations, President and Mme Lebrun of France were entertained in London March 21-24. Their visit—in return for King George and Queen Elizabeth's trip to Paris last July (LIFE, Aug. 1)—was a symbol of the ever-tightening Anglo-French alliance. It was a fantastically colorful kaleidoscope of bejeweled ladies and gold-braided Lords, champagne toasts, the fanfare of silver trumpets and cheering crowds.

Luncheon with the King and Queen—an eight-course meal with the Lord Mayor at Guildhall—a stop at the tomb of the Unknown Warrior to lay a wreath of cornflowers—a state dinner off historic gold plate at Buckingham Palace, with more servants and Yeomen of the Guard present than guests—a reception in Westminster Hall, part of which was built in 1097 and in which Simon de Montfort held his first Parliament in 1265 (far right, below). So it went for the Lebruns hour after hour for three days.

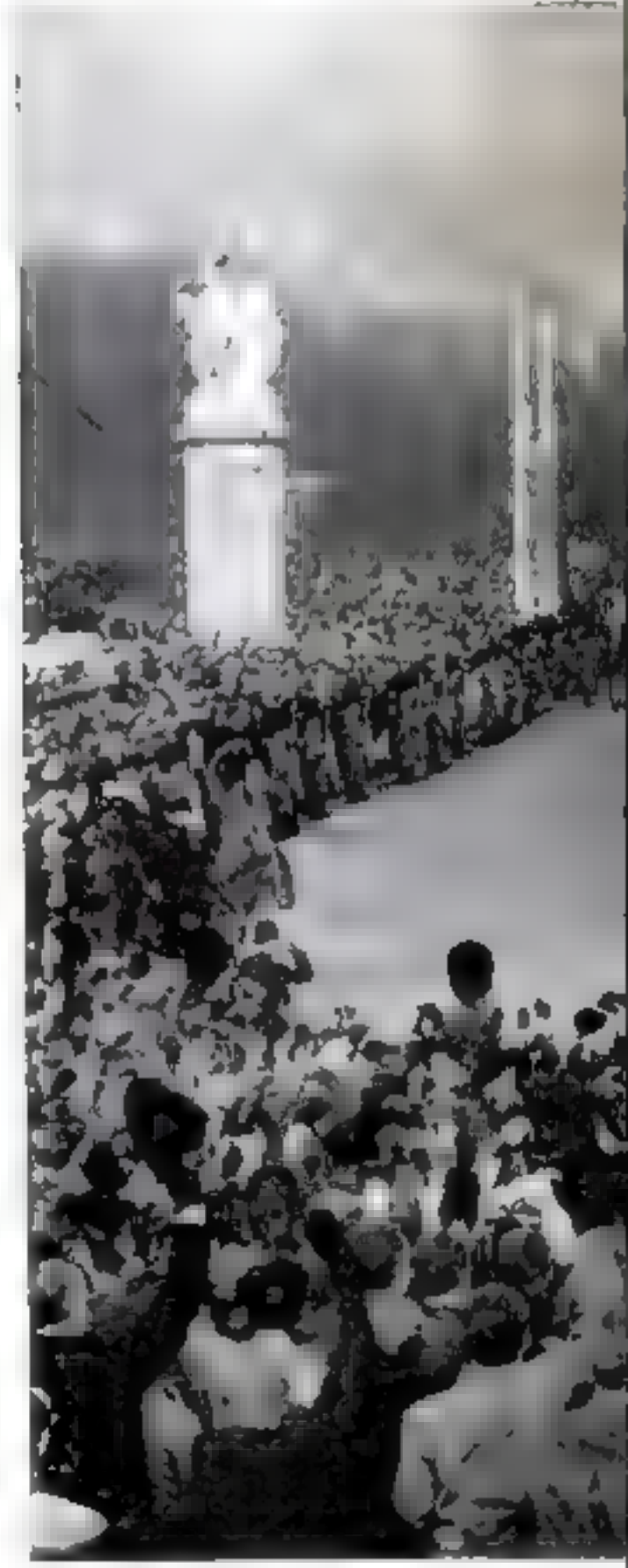
On the second evening of their stay they attended a State performance of the Royal Opera at Covent Garden. When the *Marseillaise* and *God Save the King* were played both before and after the festivities, the audience rose (right). The Vic-Wells Ballet danced the enchantingly graceful *Sleeping Princess* and the London Philharmonic Orchestra played Debussy's *Iberia* in honor of the visitors. On the cover of the handsomely printed program, a British Lion rested peacefully on a drawn sword before the overlapping shields of the United Kingdom and France.



DUKE AND DUCHESS OF GLOUCESTER STAND WITH QUEEN MARY IN FIRST SECTION OF ROYAL BOX. M. LEBRUN, THE



Crossing the British Channel on the Côte d'Azur (center), the Lebruns were escorted by R.A.F. planes and destroyers after a similar French escort had turned back halfway across.



Crowds cheered M. Lebrun as he rode with King George in carriage with an escort of Life Guards up the Mall to Buckingham Palace where he and Mme Lebrun stayed.



QUEEN, THE KING AND MME. LEGRUM ARE IN SECOND SECTION. DUKE AND DUCHESS OF KENT ARE IN THIRD. NEVILLE CHAMBERLAIN STANDS IN NEXT BOX WITH HIS CABINET TO RIGHT



They were cheered again at a Parliamentary reception in Westminster Hall, which is 239 ft. long, without a single pillar to support the roof which is 92 ft. above the floor



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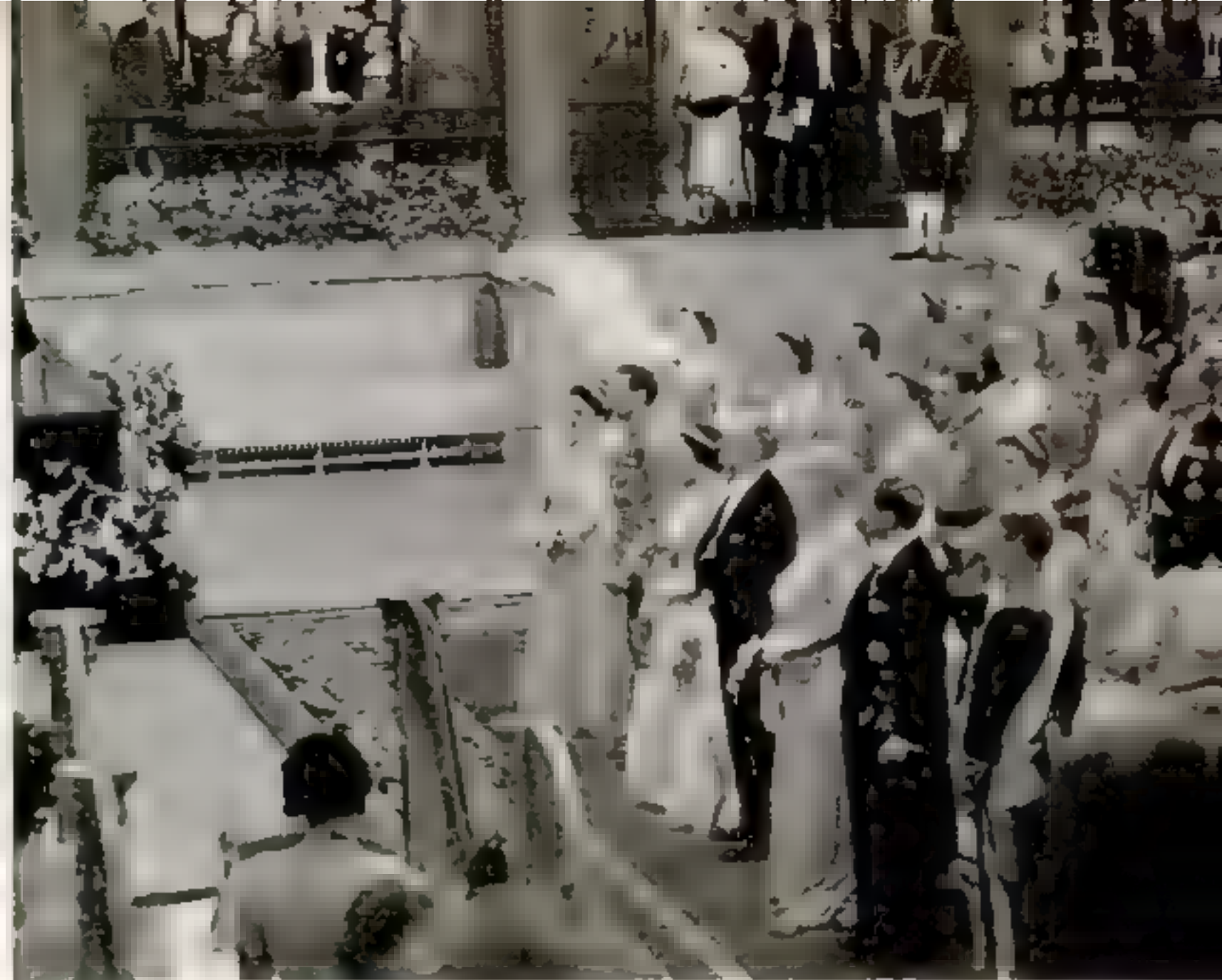
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(continued)

LEBRUN DINNER AT LONDON EMBASSY



Queen Elizabeth is greeted by M. Loez as she arrives at French Embassy for the Lebrun dinner. King George (left) follows her in, as Ambassador Corbin stands in background.



Everyone rose as national anthems were played at the Lebrun Office. In foreground are Mrs. Lebrun, King, Queen, M. Lebrun, Queen Mary, Foreign Minister Bonnet, Lord Zetland.



Queen Mary enters French Embassy wearing a diamond tiara and a long coat that sweeps the ground.



Mrs. Winston Churchill stoops for handkerchief she dropped as she enters with husband who wears cocked hat and cape of Elder Brother of Trinity House.



Slim Duchess of Kent arrives in a sequin gown and a short emerald jacket with her husband.



Ambassador Kennedy and wife attended the opera. She wore a gown of point-de-Viennese lace, a cloak of moire.



Anthony Eden, trying to kill a smile in front of cameramen, arrives with Mrs. Eden who wears a small tiara and pearl earrings.



Mrs. Neville Chamberlain and Prime Minister leave for the dinner. Like Eden, he wore Privy Counsellor uniform.

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and New Gear-Grip Tread**



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LIFE PROTECTOR
The Tire Within a Tire

Makes a blowout as harmless as a slow leak. Should a blowout occur, the exclusive Firestone Safety-Valve holds sufficient air in the inner compartment to support the car until it is brought to a safe stop under full control.



NEVER before in our thirty-nine years of experience has a tire met with such instant and unanimous approval as the new Firestone Champion Tire. Car owners everywhere have started a word-of-mouth campaign that is making this great new tire the safety sensation of 1939. The marvelous gripping power of this tire, so dramatically demonstrated in actual use, has swept it to surprising heights of popularity. Motor-car manufacturers have been so impressed by its superior performance that they have adopted it for their 1939 models. The Firestone Champion Tire is an entirely new achievement in safety engineering.

Stronger Cord Body. The new Firestone Champion Tire is built by an entirely new method in which each and every component part of the tire is locked and inter-locked into a super-safe, inseparable unit of amazing strength. This is accomplished first by the use of a completely new type of tire cord called "Safety-Lock," in which the cotton fibers are more compactly interwoven to assure cooler running and provide greater strength. Then, the fibers in each individual cord, the cords in each ply, and the plies themselves, are all securely *locked together* by a new and advanced Firestone process of Gum-Dipping, which provides amazingly greater strength, and greater strength means greater safety.

More Non-Skid Mileage. The new Safety-Lock cord construction provides the extra strength needed for the use of the new, thicker, tougher, deeper Firestone Gear-Grip tread, which delivers remarkably longer non-skid mileage. This sensational new tread is called "Gear-Grip" because of its unique design — it has more than 3,000 sharp-edged angles, which grip the road with a sure-footed hold to protect against skidding and assure a safe stop.

Join the Firestone Save-A-Life Campaign today by calling on your nearby Firestone Dealer or Firestone Auto Supply and Service Store, and equipping your car with a set of new Firestone Champion Tires, the only tires made that are safety-proved on the speedway for your protection on the highway!

Listen to the Voice of Firestone featuring Richard Crooks and Margaret Speaks and the 70-piece Firestone Symphony Orchestra, under the direction of Alfred Wallenstein, Monday evenings over Nationwide N. B. C. Red Network.

VISIT THE FIRESTONE EXHIBITS AT THE TWO GREAT WORLD'S FAIRS
See Firestone Tires made in the Firestone Factory and Exhibition Building at New York World's Fair, opening April 30. Also visit the Firestone Exhibit at the Golden Gate International Exposition now in progress on Treasure Island in San Francisco Bay.

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World's Safest Driver
Has driven more than a million and a half miles on Firestone Tires without an accident. Champion race drivers, whose very lives and chances of victory depend on tire safety, know tire construction and that is why they select and buy Firestone Tires for their racing cars.



**THE ONLY TIRES MADE THAT ARE SAFETY PROVED ON
THE SPEEDWAY FOR YOUR PROTECTION ON THE HIGHWAY**

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*We planned this evening for you
... more than 4 years ago*

TONIGHT the world's finest highball is yours to enjoy... because we planned it for you more than four long years ago.

More than four years ago? Yes—for even the youngest whiskey in Four Roses is four years old.

This means, of course, that *all* of the several straight whiskies that are combined to make Four Roses are *not* enough to be bottled in bond, and *would* be, if we thought they would be as good, sold separately that way.

But instead, we think it better to make these whiskies lighter, milder, by reducing them to 90 proof (instead of the 100 proof which bottled-in-bond whiskies must be). Then we bring them together, so as to unite *all* their individual virtues in *one* whiskey that is finer

by far than any of them could be alone. In planning this evening for you, we left just one thing for you to do. Simply this: on your way home tonight, buy a bottle of Four Roses.

You may find that it costs a trifle more than some other whiskies, but as you settle back in your favorite chair and sip the smooth, deep-flavored, all-whiskey richness of your Four Roses highball, ask yourself: *Isn't it worth it?* Frankfort Distilleries, Incorporated, Louisville and Baltimore.

FOUR ROSES

*EVERY DROP IS WHISKEY
AT LEAST 4 YEARS OLD*

A blend of straight whiskies, 90 proof. The straight whiskies in Four Roses are 4 years or more old.



ART



"SEATED WOMAN" IS CARVED OUT OF APPLE WOOD. STEIG DREW BACKGROUND ESPECIALLY FOR "LIFE"

W. Steig

CARTOONIST OF "SMALL FRY" CUTS MANTELPIECE STATUES FROM HIS OWN FRUIT TREES



THESE ARE "SMALL FRY"

Just as most comedians want to play Hamlet, most cartoonists have a secret ambition to be serious artists. Last week Cartoonist William Steig achieved this ambition when critics praised his first one-man show of sculpture, in New York's Downtown Gallery.

Steig has won fame for magazine cartoons of tough city tots called "Small Fry," and for his loquacious Bronx families. Three years ago, after he and his wife moved from New York to a Connecticut farm, Steig began to carve small wooden figures out of pear, apple and walnut wood. His figures have the same heavy self-importance of his cartoon characters but more variety of expression. His tall *Proprietress* is a satire on all proprietary females. His *Matriarch* (next page) is the essence of gaunt, old-fashioned motherhood.

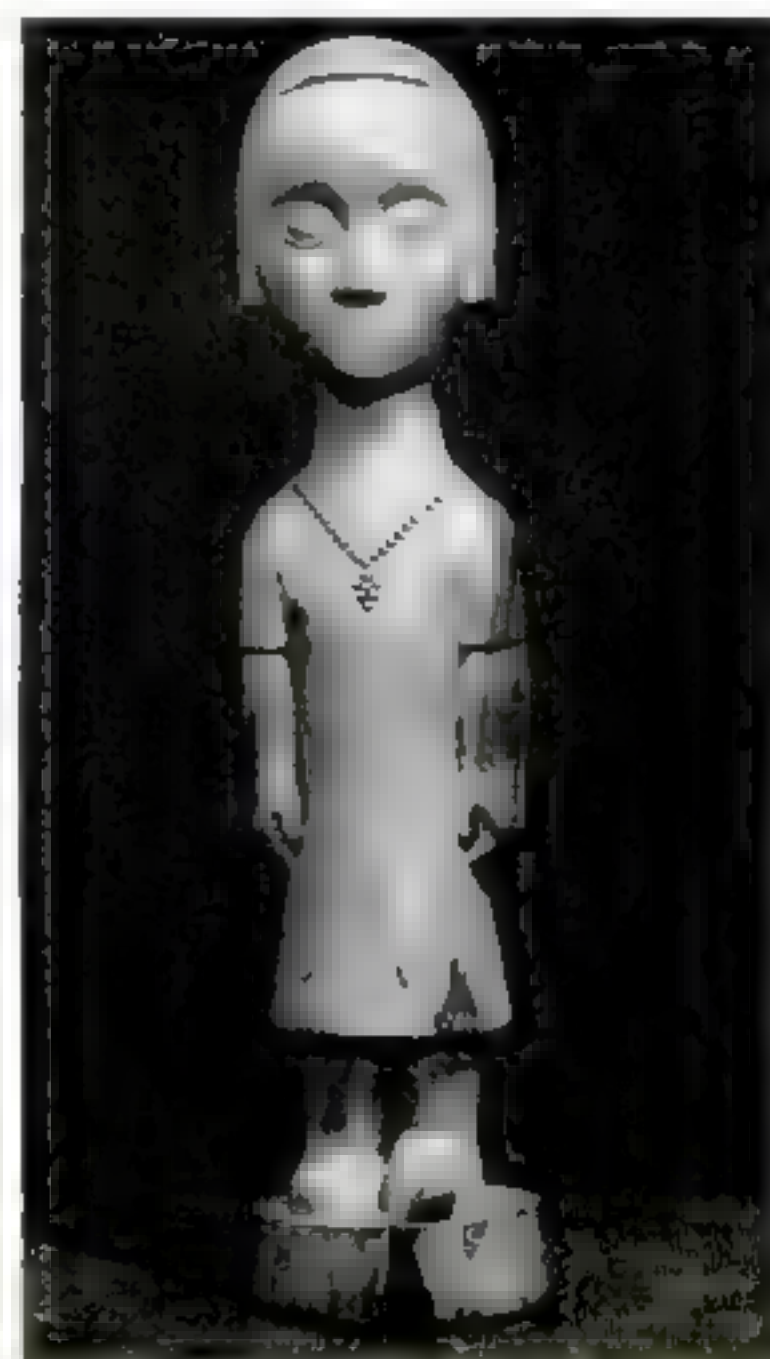
Today at 31, William Steig still looks like a lanky high-school boy, blue-eyed and bristle-haired. His wife is a painter, and since he took up art, Steig's mother, father, his two brothers and their wives have become painters also. None of them apes William. They plan soon to hold a big all-Steig show.



APPLE-WOOD "GUITARIST," ORANGE-WOOD "HEADACHE"



PEAR-WOOD "PROPRIETRESS" LOOKS DOWN ON "SEATED WOMAN"



WILD APPLE-WOOD "SCHOOLGIRL"

CONTINUED ON NEXT PAGE

Call this a challenge
if you will!

On the basis of "good taste" and true economy, we proudly bid you compare Ancient Age with fine bonded brands. This All Around whiskey is identical in age with 4-year-old bonded brands, comes at the milder and pleasing 90 proof, costs 50 cents a fifth less.*



Steig Statues (continued)



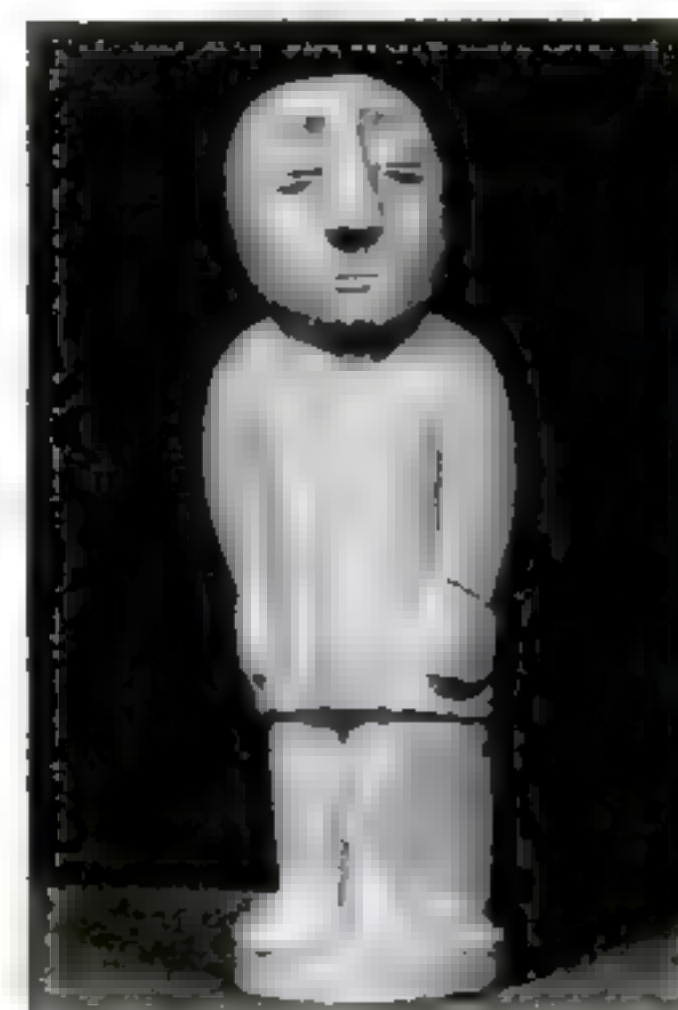
"Girl Perplexed" wrings hands by Matriarch. Both were cut from one walnut log.



"Ascetic" (pear) broods soulfully over the figure of Sleeping Woman (apple).



"Guitarist," playing a sad song against cartoon background, took two weeks to cut, was Steig's longest carving job. Usually he whittles figures in three or four days.



"Mao at Gathering" (tangerine) has dandful look typical of Steig characters.



William Steig poses with his mantel-piece sculpture lined up over fireplace.

Sure You Can Afford It


All Three cost about
the same...but
**PLYMOUTH
IS BIGGEST**


YES, PLYMOUTH IS ONE of the lowest-priced cars...yet look how it stands out!


Of "All Three" low-priced cars, Plymouth is 5 inches longer than one...6 inches longer than the other! Roomier inside, too!

There's the thrill of full-powered performance, with great economy as well, in Plymouth's big, 82-horsepower "I-head" engine.

And for riding smoothness, luxurious comfort—for safety and handling ease—Plymouth's the answer...the year's best buy!

 Plymouth is the only low-priced car with steering-post gear shift standard in De Luxe models at *no extra cost*.

 Plymouth's the only low-priced car with the matchless ride of coil springs as standard equipment *on all models*.

 And Plymouth is the only one of the three leading low-priced cars with a Safety-Steel body completely rust-proofed to preserve its glamorous beauty.



THE BIG NEW PLYMOUTH has time-proven Hydraulic Brakes, the famed Floating Power engine mountings and a revolutionary new "Safety Signal" Speedometer.

YOU'LL FIND PLYMOUTH EASY TO OWN...your present car will probably represent a large proportion of Plymouth's low delivered price...with the balance in surprisingly low monthly installments. **LOW PRICES INCLUDE:** "Detroit delivered prices" include front and rear bumpers, bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on instrument panel, ash-tray in front and rear, sun visor, safety

glass and big trunk space (19.6 cubic feet). Plymouth "Roadking" models start at \$645; "De Luxe" models slightly higher. Prices include all federal taxes. Transportation and state, local taxes, if any, not included. See your Plymouth dealer for local delivered prices. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

TUNE IN MAJOR BOWEN'S AMATEUR HOUR, COLUMBIA NETWORK, THURS., 9 TO 10 P. M., E. S. T.

PLYMOUTH BUILDS GREAT CARS

THE "ROADKING"
THE "DE LUXE"





Pope Pius XII

He is Bishop of Rome, Vicar of Christ on Earth, Archbishop of the Roman province, Primate of Italy and the adjacent islands and sole Patriarch of the Western Church. For one sixth of the world's population his voice, when raised on mat-

ters of faith and morals, is the voice of God. In the U.S. in 1956, Eugenio Cardinal Pacelli was photographed in the vestments of his rank. Today he wears a white skullcap and his zucchetto, the episcopal ring for the ring of Peter the Fisherman.

Pope Wears White Cassock Made by Favorite Tailor



TIARA FIRST WORN BY PIUS IX

The first thing Pope Pius did after his election on March 2 was to doff his Cardinal's red robe and don the simple white garb of Supreme Pontiff. In the Sistine Chapel sacristy were waiting three white cassocks in three different sizes. Eugenio Pacelli chose the one tailored for a tall, lean Pope. It had been made by Annibale Gammarelli, for many years his own tailor. It fitted him well. A broad white silk sash and a white skullcap completed the costume in which Pius XII now rules his Church.

Ten days later on the balcony of St. Peter's, he was crowned with the tiara, symbol of his three missions as prophet, priest and pastor. For this ceremony he chose the tiara of Pius IX who, in 1846, was the last Pope crowned on the balcony.



The Man in White gives pontifical blessing in first posed portrait. Pacelli arms on sash, bearing Dove of Peace, were prophetically adorned by Pius XI with Papal crown and keys.



Papal cassocks in three sizes, ready to fit any Cardinal who should be elected, are displayed in Gammarelli's window on a public street in Rome before going to Sistine Chapel.



White-ermine trim is sewn on mozetta, cape of Bishop of Rome, worn often for warmth.



Coat of arms of the Pacelli family, redesigned for Papal office, is embroidered on his sash.



Papal jewellers, Tanfani & Bertarelli, made Papal ring. Stone is fitted in bishop's ring.



Peter the Fisherman in boat is engraved on gold Papal ring, which seals Papal documents.

HARVARD PHYSICIST CLOCKS LIGHT AT 186,264 M.P.S.

Many important scientific theories are based upon the supposedly constant speed of light. Yet no one is now sure of this fact, or of how fast light travels. Even the closest measurements to date (186,270.75 miles per second) are based on visual observation, and measurements taken over the past 50 years seem to show that the velocity of light may be changing.

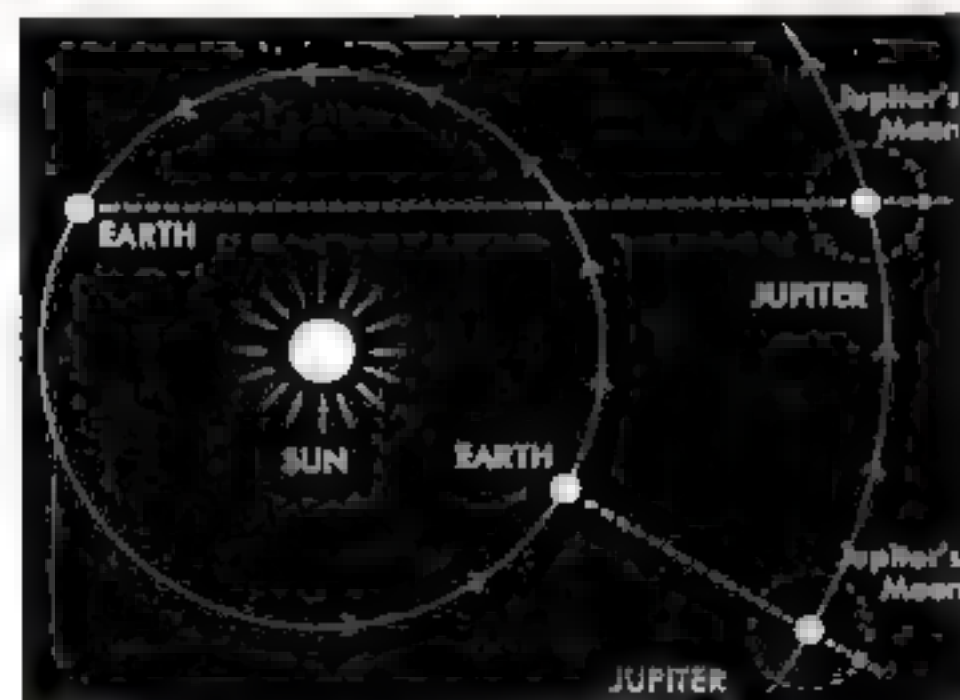
Fortnight ago Dr. Wilmer C. Anderson (*right*), of Harvard University, completed the first machine to measure light's speed automatically, with far greater exactitude than any previous machine. In this light clock a beam of light from a 1,000-watt lamp (1) is passed through a modulator (2), which sends it out at the rate of 19,200,000 waves per second. Each wave is composed of a bright crest and a dim hollow. The beam then hits a half-silvered mirror (3) which splits it into two beams. One beam shoots off horizontally, is reflected by mirror (4) into a photoelectric cell (7) after traveling 2 yd. The other is directed at mirrors (5) near the ceiling, travels length of a hallway four times, is reflected by mirror (6) and finally strikes same photoelectric cell (7) having been reunited with the first beam after a course of 183 yd.

Because of the difference in course lengths, the bright peaks of one beam no longer coincide with the bright peaks of the other beam. By altering the length of the short path the bright peaks and the dim hollows can be made to cancel each other. The photoelectric cell measures the lag between peaks in terms of fractions of wave lengths. The difference in paths (about 183 yd.) divided by the lag equals the wave lengths of light. This figure multiplied by 19,200,000 gives the speed of light as being 186,264 m.p.s.

If Dr. Anderson proves this velocity is constant he will have done a monumental task. If he proves that it varies, he will revolutionize modern physics.

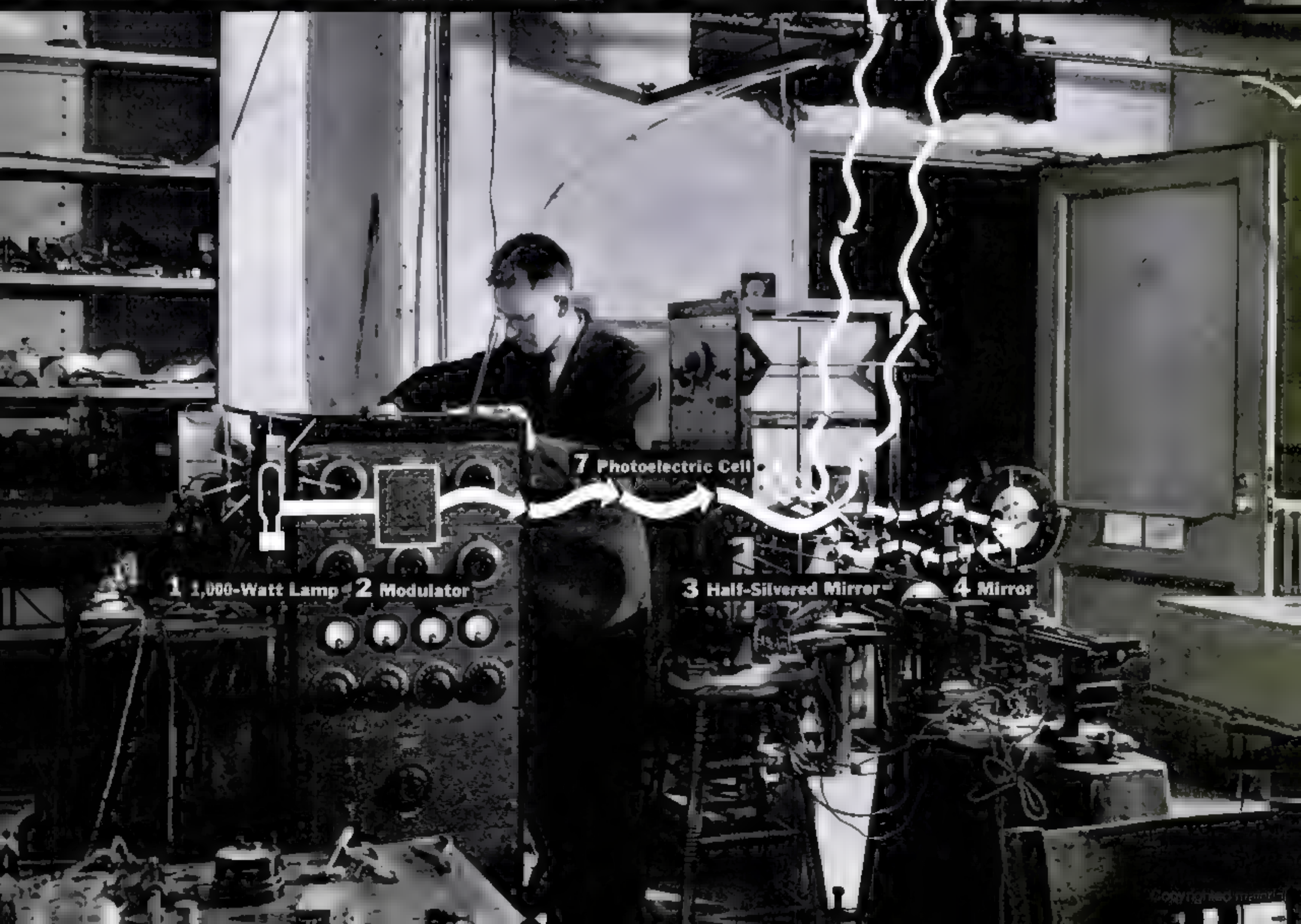
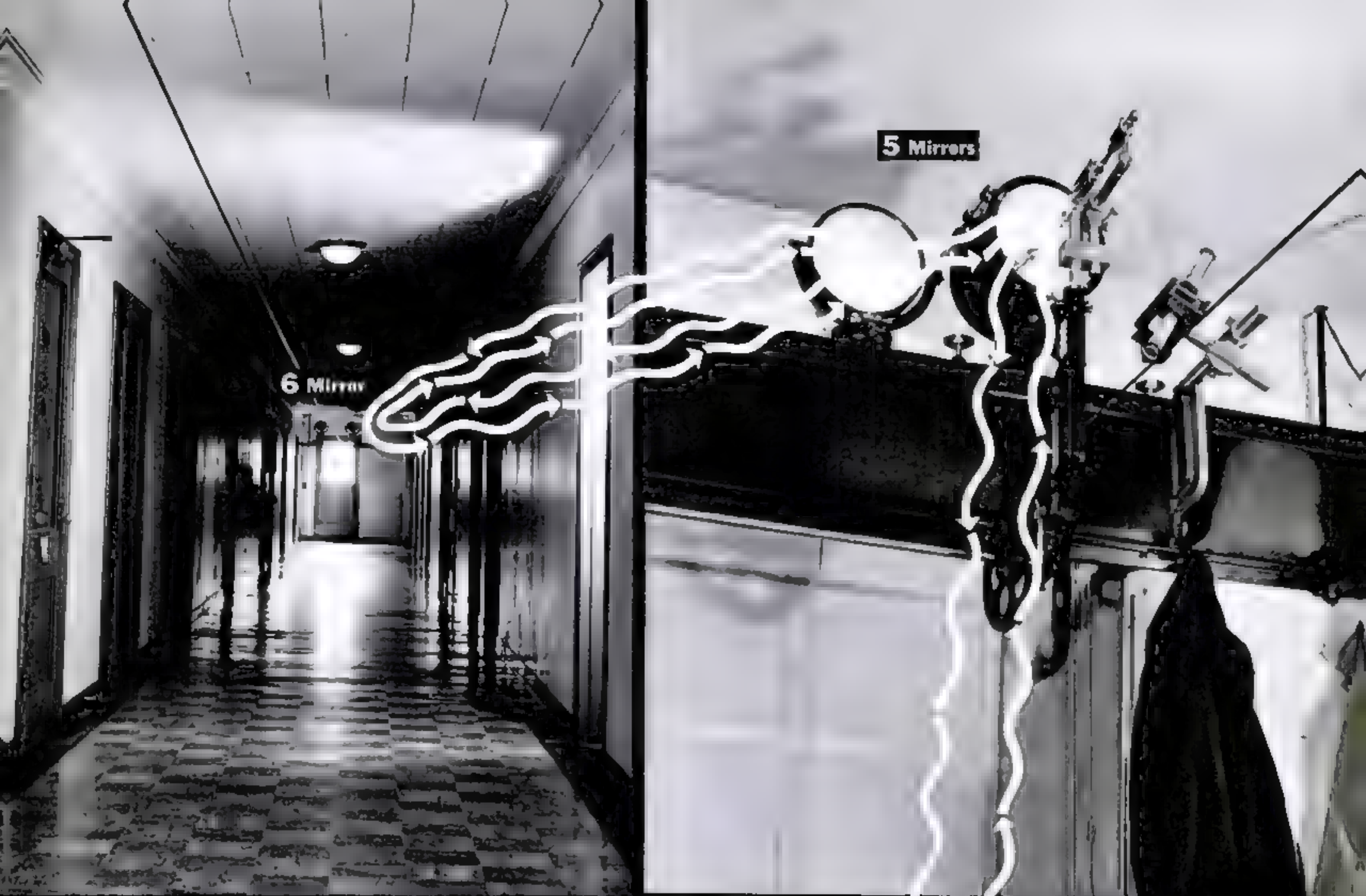


Galileo first tried to measure light speed by means of lantern signals between two mountains. Because light travels seven times earth's circumference in one second, he failed.



Timing the eclipses of Jupiter's moon when the earth was alternately closest and farthest from Jupiter gave the Danish astronomer Ole Rømer a close figure for light speed.





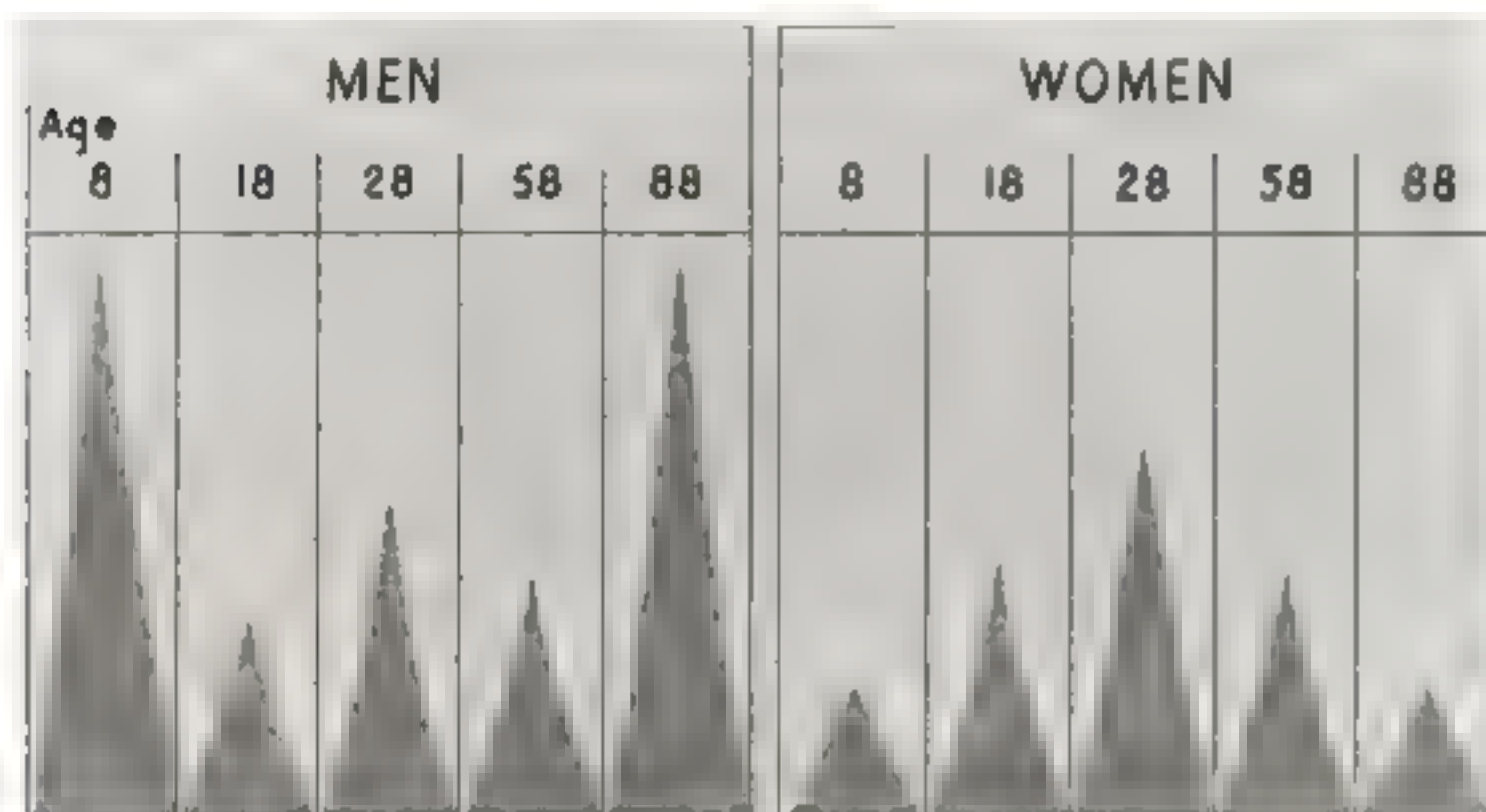
SCIENCE

LIE DETECTOR MEASURES KISS REACTION, FINDS MEN GREATER LIARS THAN WOMEN

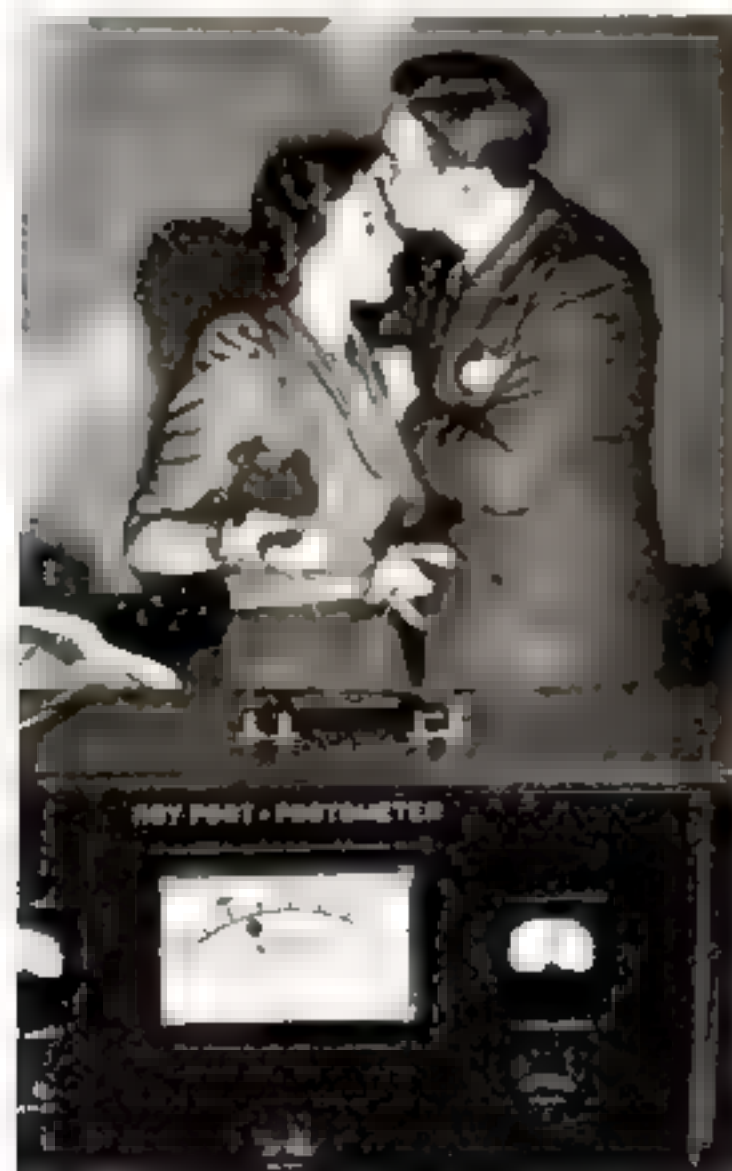
The "lie detector," famed because it helps catch criminals, is actually an emotion detector. It registers with equal truth the emotional response to lying, kissing or looking at a pretty painting. During the past three years Mr. Roy Post, a criminologist in New York City, has been applying his supersensitive "lie detector" not only to criminal suspects but also to innocent people to find out how they react to various objects and experiences. He has found that people respond more to the picture of a baby than to that of a pretty girl, that even the most perfect mattress does not completely relax a person unless it is covered with a pad.

To measure your emotion Mr. Post straps on your hands two metal plates. When you react to an emotion your temperature changes and your blood pressure rises, causing tiny currents to flow through your body. The detector catches these currents, magnifies them sufficiently to swing a needle across a dial. To test the machine, LIFE had one person "steal" a briefcase in the presence of a witness. Four persons including the "guilty" one and the witness were questioned. To every question they replied "no." At eight you see the result.

Among other things Mr. Post has found the most "meaningless thing in the world" is the act of two women kissing. That does not even make the needle quiver. Contrary to general belief, men are greater liars than women, small boys and old men bring the champion liars.



Lying chart of 2,000 men, women and children shows that men lie most frequently, that women lie as their charms increase, then become relatively honest again as they grow old.



Kiss on forehead creates little emotion as is shown by the small movement of needle



Kiss on the lips causes the maximum reaction, swings the needle to the end of the dial



**"No fooling - your car cost more
than my LaSALLE!"**



A GENERAL MOTORS VALAR

HAVE YOU EVER ASKED YOURSELF the price of a new LaSalle V-8?

If you have—and your answer was that of the average person—you probably priced it far too high. Most people, we have learned, think it takes hundreds of dollars more to buy a LaSalle than it actually does.

There is a reason, of course, why LaSalle's price is so greatly over-estimated in the public

mind. People know that LaSalle is built by Cadillac—that it is a super-fine car in the fullest sense of the word. And from this, they logically conclude that LaSalle's price is high.

But, for once, the finest quality may be had at a moderate price.

LaSalle's prices now begin at only \$1,240*, at the Cadillac factory. This is the price of the Coupe, and includes all standard equipment.

From this it is obvious that buyers in the field above a thousand dollars should look at LaSalle. The chances are they can readily enjoy LaSalle's extra comfort, safety, beauty and performance—as well as LaSalle's extra prestige.

Your Cadillac-LaSalle dealer will gladly tell you the cost of a new LaSalle delivered in your community. Why not see him today?

LaSalle

\$1240

*AND UP, delivered at Detroit, subject to change without notice. Transportation, state and local taxes (if any), optional equipment and accessories—extra.

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What
makes
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so much
Better?



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FIRE AWAY, FOLKS! We're glad you ask so many questions. It shows you can feel the difference Mobilgas makes in engines!

We'll answer you with two simple facts:

First: Mobilgas is made for modern motors ...every drop is selected for high octane value, to burn smoothly, evenly, in high-speed en-

MOBI



—you get all 4 with Mobilgas

gines that may fire over 10,000 times a minute.

Result: Extra power. Longer mileage.

Second: Mobilgas is scientifically cleaned 6 times...it's purged of gum and impurities that add no power to precision-built engines.

Result: A peppier, cleaner motor.

It all adds up to — Balanced Performance!

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Balanced Performance



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Do you know WHY SMALL CHANGE IS CALLED PIN MONEY?



In 14th CENTURY ENGLAND, when pins were very rare and expensive, the good wives so desired them that many a household budget was wrecked...so the men restricted the sale of pins to two days a year! Then the women began putting aside small sums against those days, and to this day "PIN MONEY" means small change.

A Free Booklet describing the origin of Human Customs sent on request

No. 11 of a series:
FACTS
BEHIND OUR
HUMAN CUSTOMS



Look for the Glenmore Colonel... symbol of the proudest names in Kentucky whiskeys.



The Aristocrat of Bonds
Kentucky Straight Bourbon Whiskey—
Bottled in Bond—100 Proof



You ought to know
TOM HARDY
A Blend of Kentucky Straight Whiskeys
90 Proof



Change to MINT SPRINGS
and keep the change
Kentucky Straight Bourbon Whiskey
90 Proof



Here's another custom based on fact:

To say GLENMORE when you buy whiskey is to say the best in Bourbon. Glenmore's particular distilling methods, using fine grains and Kentucky's superb deep-well water, have contributed mightily to the honorable traditions which surround Kentucky Bourbon.

Pour
Glenmore
...you get more

GLENMORE DISTILLERIES COMPANY, INCORPORATED
LOUISVILLE—OWENSBORO, KENTUCKY

Copyright 1939, Glenmore Distilleries Co., Inc.

Gold Label—100 Proof
Silver Label—90 Proof

MOVIES

THE ITALIANS AND RUSSIANS DO FILMS OF ARMORED KNIGHTS

Both use history to warn their enemies

In Rome, film fans sat on the edge of their seats as they watched 13 Italian knights in medieval armor battle 13 armored Frenchmen. When the Italians on the screen bounced their adversaries off their horses, the Italians in the theater rose roaring to their feet. Over the tumult came the cry: "Tunisia! Tunisia!" Thus 20th Century Italy used 16th Century legend to serve warning on France that Mussolini's Mediterranean demands must be met—or else.

In Moscow, film fans sat tense as they watched a medieval Russian marshal his army, hurl it against a horde of Germans, drive them in rout across a frozen lake. At the end, the audience rose with clenched fists, cheering, while Stalin patted famed Director Sergei Eisenstein on the back and said: "Sergei, you are a true Bolshevik." Thus 20th Century Russia used 13th Century history to serve warning on Hitler that a grab at Soviet Ukraine would be countered with headlong attack.

These pictures of Italy's cinematic warning, called *Ettore Fieramosca*, will soon be seen in New York's Cine Roma Theater. Thereafter it will tour some 200 U. S. Italian movie houses but will probably be boycotted by the general U. S. public. All of Mussolini's efforts to build in Cine Città a Fascist Hollywood have so far proved a flop. Son Vittorio Mussolini's U. S. scouting trip for talent in 1937 earned him only sneers and snubs. A Fascist decree setting up a government distribution monopoly in 1939 caused Hollywood producers to withdraw all U. S. films. Left with inferior Roman products, Italians took to pelting the screen with eggs till Fascist bigwigs threatened to abolish critics, arrest boozers.

Ettore Fieramosca, Rome's biggest picture in two years, seeks to dispel this disapproval of native products by trading on national pride. It tells the story of a legendary "challenge of Barletta" in 1303. According to Italian legend, 13 Italian knights challenged 13 French knights to a test of valor and trounced them off the field. According to French legend, real hero of "the Battle of the Thirteen" was Chevalier Bayard, most famous of French chivalric heroes, still known to history as "the knight without fear and without reproach."

For Russia's new medieval movie, turn the page.



Fascist movie hero is Ettore Fieramosca, to whose legendary exploits in 1303 is attributed a revival of Italian nationalism.



Thirteen armored knights from Italy and from France parade out on the tournament field near Barletta to battle for national honor. In the Italian

movie, the joust occurs because Ettore Fieramosca, fire-eating Italian hero, has overheard French Guy de la Motte deride the courage of the Italians.



The Italian knights win the valor tournament, to the joy of 1939 Fascist movie fans. The French knights are forced to beg for mercy when their lead-

er, Guy de la Motte (below), is wounded and hurled from his horse. Roman audiences cheered as they recognized in this film a cinematic threat to France.



Movies (continued)

EISENSTEIN, THE GRIFFITH OF SOVIET RUSSIA, FILMS AN ANTI-GERMAN WAR EPIC

In 1926 a film from the infant Soviet movie industry burst like a hurricane over Hollywood. At first it was shown in homes of U. S. stars and directors. Some proclaimed it the greatest movie ever made. Others derided it as a "glorified newsreel." But none could ignore *Potemkin's* fresh and gusty vigor, its thunderous dynamic force.

In it there was no movie glamor girl, no square-shouldered hero. Its wrinkled peasants came straight from the fields, its workers from the factories, its sailors from the battleships. Its hero was a people in revolt. Its villain was a troop of Czarist soldiers tramping ruthlessly down a sweep of steppes.

Today *Potemkin* is still considered a cinematic classic and its director, Sergei Eisenstein, one of the great movie creators of the world. Like *Potemkin*, his *Ten Days That Shook the World* and *Old and New* have, in their turn, set new values of movie realism and power. Nobody except America's D. W. ("Birth of a Nation") Griffith, whom Eisenstein admired and followed, ever handled mobs so well, ever created such stark and startling movie images.

In 1930 this civil engineer turned film director came to Hollywood at \$3,000 a week. In six months he never shot a foot of film. On leaving, he complained that "the Daughters of Something-or-Other"



Medieval Russians, armed in coats of mail and led by Prince Alexander of Novgorod (center), gather on frozen

Lake Peipus to stop the Teutonic Knights who have overrun the Baltic States, leaving terror and pillage in their wake.

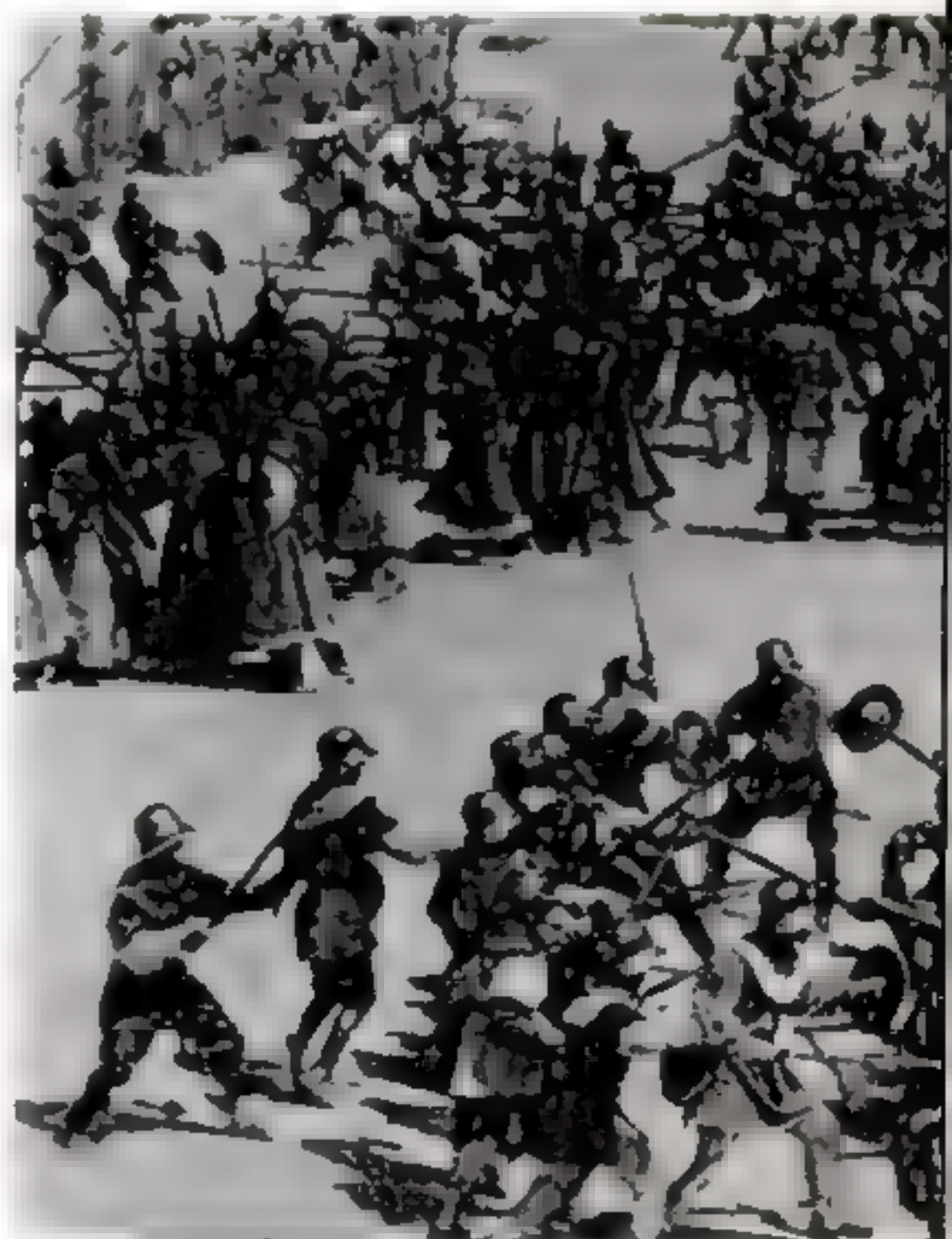


The Teuton's flying wedge, encased in heavy iron helmets, is most dreaded by more poorly weaponed Russians. To defeat the wedge,



A wall of iron, formed by shields, at first stops Alexander's *mushiks*, who leave a carpet of dead before it. Since the

film was shot in the summer time, Director Eisenstein made an icefield of asphalt, covered with chalk and waterglass.



The Russians break through the phalanx, rout the Germans and drive them across the frozen lake. The Teutons, who are more heav-

had assailed him, the Blue Shirts had called him a "Red Dog." Paramount had demanded more sex in his scripts.

In Mexico later he shot 53 miles of film on an epic of the peon. When Novelist Upton Sinclair and other U. S. backers cut it down to a mile and a half, Eisenstein repudiated it. *Thunder Over Mexico* was an artistic success, a financial flop.

Back in Moscow, Eisenstein hovered under a cloud of political disfavor after his film on collective farming had been shelved. But last year, with *Alexander Nevsky*, he returned to such popular favor that seven Moscow theaters showed it at one

time and the Order of Lenin was pinned on his lapel.

Now released in the U. S. with English titles, *Alexander Nevsky* got four-star reviews. Like all Eisenstein films, it surges and storms. But this time his propaganda is less Communist than nationalist. In the story of Prince Alexander of Novgorod who, on April 5, 1242, beat back the invading Teutonic Knights on icy Lake Peipus, he sounds a martial warning to modern Germany. "Go home," says Eisenstein's prince to his captives, "and tell all in foreign countries that Russia still lives. Let them come to us as guests. . . But if any one comes to us with the sword, he shall perish by the sword."



PRINCE ALEXANDER NEVSKY HARANGUES HIS ARMY



Prince Alexander divides his peasant army into three parts, one to engage the wedge, the others to crush it between flanking pincers



Garish symbols worn on helmets and capes of the Teutons are obviously intended by Eisenstein to suggest the

Pan-Germanic symbols favored by present day Nazis. The Teutons pray before going into crucial battle on the ice



ily armored, crash through in the center where the ice is thin. Those not captured by Alexander flounder in the icy waters and drown



Night on the battlefield finds women searching for dead. In center is Eisenstein's heroine, who promised to marry

the bravest soldier, does so in a sequence badly filmed by the director who handles mobs well, individuals poorly.

Why the New High-Vitamin Yeast is a MORE EFFECTIVE WAY to get Extra Vitamins

This combination of 4 essential vitamins *and* remarkable "booster action" of fresh yeast offers *more complete results than vitamins alone*

There is a widespread need for extra vitamins—more than average meals supply—many studies indicate.

Make sure you get enough. Also make sure you are making *full use* of the vitamins you do eat. For unless you assimilate them as you should, you may not get their full benefit.

What These Vitamins Do

In the new Fleischmann's High-Vitamin Yeast, you can get today a *richer combination* than ever of 4 vitamins essential to everyone's well-being:

VITAMIN A—helps keep up *resistance* against colds.

VITAMIN B₁—helps maintain steady nerves, healthy *digestion*.

VITAMIN D—is the important "bone" vitamin needed for the body's proper use of calcium and phosphorus.

VITAMIN G—necessary to help you feel energetic, keeps up *youthful vigor*.

Eating just two cakes a day of this High-Vitamin Yeast actually gives

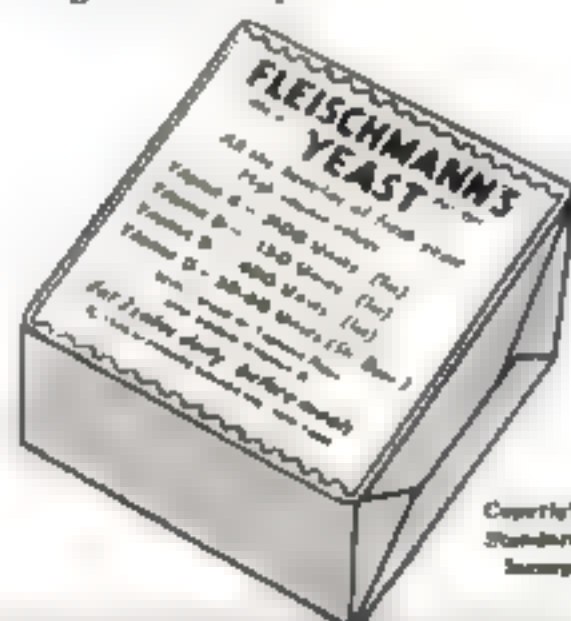
all the average person should need (plus his meals) of A, B₁ and D—and a *rich extra amount* of Vitality Vitamin G.

"Booster Action" Can Aid Vitamin Assimilation

And the *fresh yeast* helps to *quicken and stimulate slow digestion*, which may be preventing you—like so many others—from making as full use of the vitamins eaten as you should.

By helping to *improve* digestive activity, the yeast can help you take up the vitamins you eat more fully. In this way, it acts like a "booster" for the vitamins—gives *more* than just vitamins alone.

Why not start now to get extra vitamins this *effective way*—in Fleischmann's new High-Vitamin Yeast. Try eating it faithfully for a month! See if you don't begin to notice a real change in yourself. See if you don't feel better and begin to have more pep, so you'll want to *keep right on* eating your 2 cakes regularly every day. Order from your grocer today.



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2 cakes of Fleischmann's High-Vitamin Yeast supply:

VITAMIN A—6200 UNITS (Int.)
VITAMIN B₁—300 UNITS (Int.)
VITAMIN D—800 UNITS (Int.)
VITAMIN G—100-120 UNITS
(Sh. Bour.)

Eat one cake ½ hour before breakfast or lunch and one cake ½ hour before supper *every day*—plain or in a little water. Begin today!



THE HOUND IN "HOUND OF THE BASKERVILLES" ATTACKS RICHARD GREENE

A DOG IS STARRED IN A MOVIE

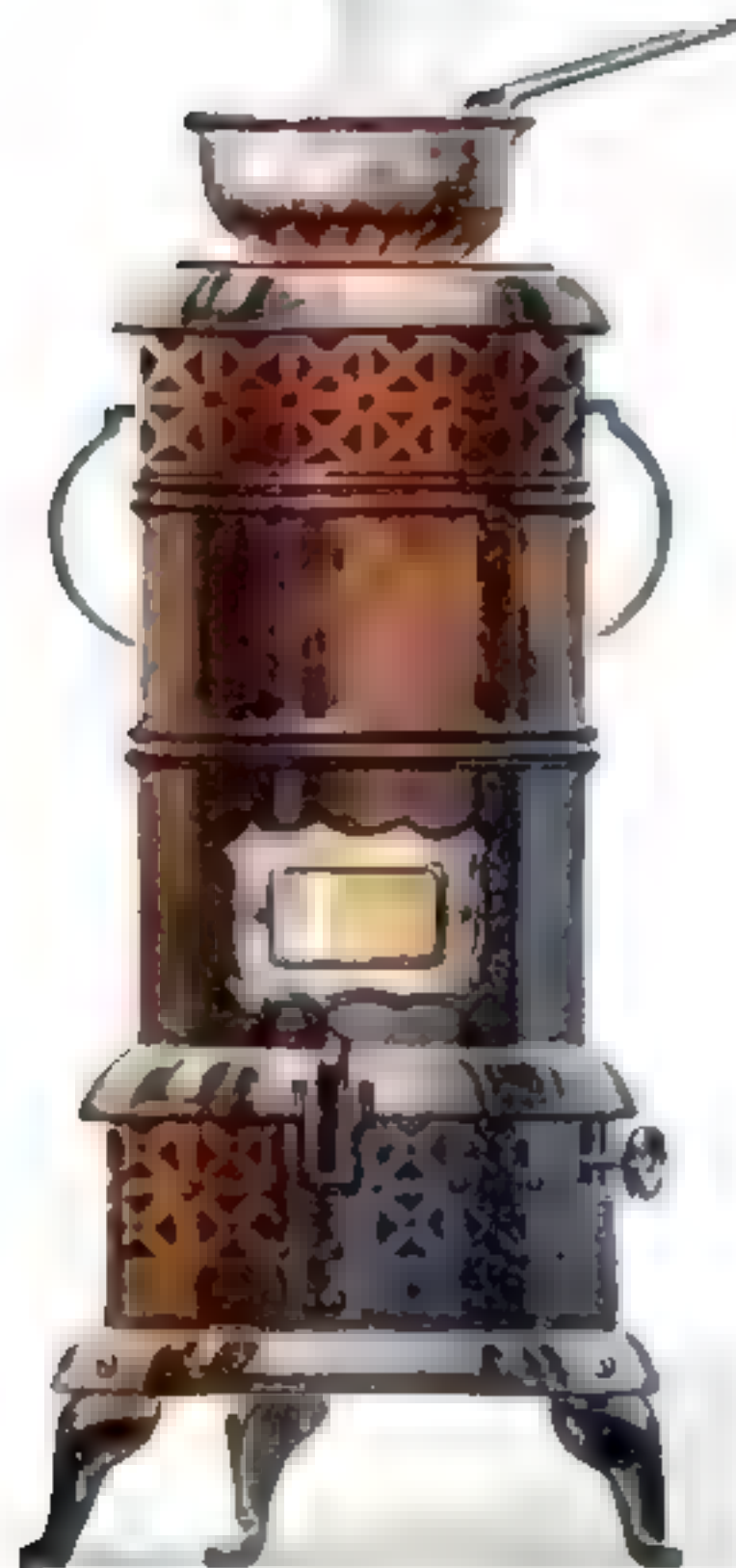
To film that favorite old Sherlock Holmes story, *The Hound of the Baskervilles*, 20th Century-Fox needed a hound whose eyes glowed at night, whose fangs dripped death, whose howl was a streak of terror across the night. That meant telegraphing kennel owners between Hollywood and Salt Lake City for their biggest, fiercest dogs.

The 143 that were tested at a studio cost of \$7,500 had to meet severe visual and tonal requirements. First, they had to be huge, savage and quick. Second, they had to snarl in a fashion that made the hair stand on end.

Winner of these strange try-outs was "Chief," 140-lb. Great Dane, owned and trained by a dog fancier in San Fernando Valley. Though his eye lacks the requisite phosphorescent gleam and his face at times seems almost benign, "Chief" helps an excellent cast headed by Basil Rathbone to make Conan Doyle's great detective story moderately good movie fare.

MAN AND DOG BATTLE ON 20th CENTURY-FOX'S MISTY DEVONSHIRE MOOR





SPEAKING OF HEAT

H EAT can be a mighty friendly thing—up to a certain point. Then it can become dangerous. This applies in automobiles. When the engine is warm, the car runs smoothly. But if the oil is exposed to too much heat, the very life of the engine is endangered.

And that's something that can easily happen in many cars. For in order to give you the dazzling performance of modern cars with their increased power and greater economy, some manufacturers have reduced clearances, increased speed and thus subjected your oil to greatly increased heat.

Under these conditions old-style oil actually forms varnish under hard driving. Varnish that can cause rings to stick or pistons to drag and so reduce gasoline mileage—that can help run down batteries by causing hard starting—that can actually "freeze" certain modern engines.

For protection against this danger get Havoline. It brings a

factor of safety no old-style oil offers. *Havoline is insulated.* It doesn't form harmful engine varnish under the hardest driving. It gives safe lubrication in all weathers, for every car. It leaves no hard carbon to cause knocking or excessive wear. You get fast getaways—the most from your gasoline.

There's no better oil at any price. Get Havoline. It's a change for the better.

Stop where you see the Texaco Star. That's a sure sign of Insulated Havoline Oil, Fire-Chief Gasoline, dependable Marfak Lubrication, helpful courteous service and clean Registered Rest Rooms.



The clean piston is as good as new. It was lubricated with insulated oil. The varnished piston seized. It was lubricated with an old-style oil.

TEXACO DEALERS INVITE YOU to tune in THE TEXACO STAR THEATRE—A full hour of all-star entertainment—Every Wednesday Night—Columbia Network—

9:00 E. S. T. 8:00 C. S. T.
7:00 M. S. T. 6:00 P. S. T.

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I N S U L A T E D
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GILBEY'S *the GIN that made the Martini famous*

When you realize that wherever a flag flies on the face of this earth, there's a better than even chance that you can find a place that will make you a Martini with Gilbey's Gin, you begin to see what folks mean when they call Gilbey's "the international gin".

Of course, you'd expect to find a difference in a Martini

made with a gin like that... for any gin that can win the whole, wide world's respect and hold it for nearly a century has to be more than merely good... *it has to be great!* Not 'til you taste a Martini made with Gilbey's will you realize how much of the Martini's fame is due to Gilbey's quality! Ask for "Gilbey's" wherever you go.

THE INTERNATIONAL GIN PRODUCED BY GILBEY IN THE U.S.A.—AS WELL AS IN... ENGLAND... AUSTRALIA... CANADA

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REPEATS



Twenty-five years of scientific research made it possible for Quaker State, in 1914, to produce the only motor oil which successfully lubricated the hottest running motor of its time... the Franklin Air-cooled engine. Twenty-five more years of research and refinement of refining technique enables Acid-Free Quaker State Motor Oil to meet the most difficult problems of lubricating the 1939 models. Insure the performance of your new car! Use Acid-Free Quaker State regularly. Quaker State Oil Refining Corp., Oil City, Pa.

Retail price
35¢ per quart

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CERTIFIED — GUARANTEED

NEW YORK HUNTS "WORLD'S FAIREST" AS HOPEFULS POUR INTO BIG CITY

From all parts of the U. S., optimistic girls of all trades and professions, old and new, are moving on to New York City. Attracted by the World's Fair, they want jobs as showgirls, models, guides. Officials expect the total feminine invasion to top 300,000. Main vanguard will probably reach the city by April 28, day before arrival of the Fleet. Most of them will probably go home broke before autumn.

Better destined than these were three New York girls—a blonde, a brunette, and a redhead, who emerged on March 22 from a field of over 500 who sought the title "World's Fairest" and a fat contract in the Fair Aquacade. Tall, sleek and symmetrical, the trio shown below are the first girls to be associated with the Fair in a big aesthetic way. San Francisco's Exposition had sprightly Zoe Del Lantis (LIFE, Feb. 7, 1938) all picked as Theme Girl a year before Treasure Island opened. Vaster and more impersonal, New York will not make its final choice of "World's Fairest" until the summer.



REDHEAD MAE LAWRENCE IS 22, WEIGHS 125, STANDS 5'7", HAS GREEN EYES

BLONDE ADELE JERGENS IS 5'6"

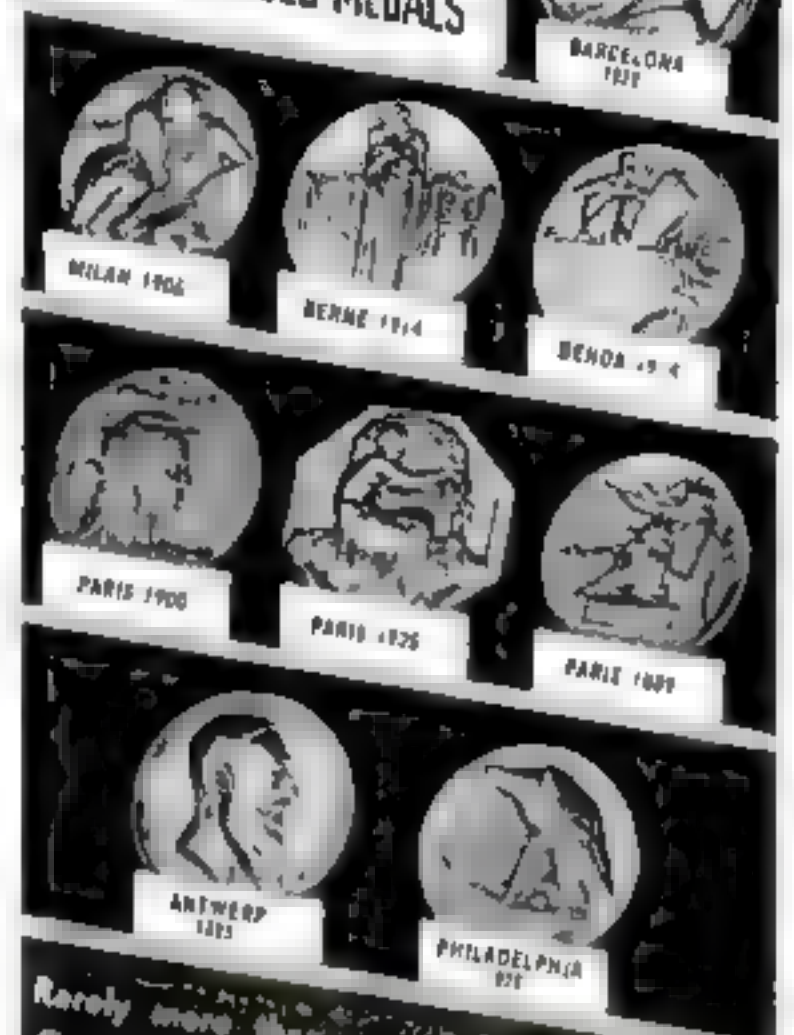


BRUNETTE AINA CONSTANT IS 5'2"



CONTINUED ON NEXT PAGE

Speaking of
World's Fairs
LONGINES
WATCHES
have won
10 WORLD'S FAIR GRAND
PRIZES—28 GOLD MEDALS



Rarely more than once in a decade is a Grand Prix for watches awarded at a world's fair. Yet, since 1886, Longines Watches have won 10 World's Fair Grand Prizes and 28 Gold Medals. Honors such as these make Longines—THE WORLD'S MOST HONORED WATCH. Longines Watches priced \$40 to \$4000 are sold only by authorized Longines Jeweler Agencies. Illustrated folder on request.

At N. Y. WORLD'S FAIR visit the great LONGINES-WITTMANER "Time & Space" Building. Exhibiting the thrilling spectacle, "Time and Space", created by the AMERICAN MUSEUM of NATURAL HISTORY.



LONGINES
The World's Most Honored Watch
WINNER OF 10 WORLD'S FAIR
GRAND PRIZES—28 GOLD MEDALS

NEW CARS NEED IT, TOO

Unless a car is Simonized, it soon gets dull. Dullness means decay. (Note magnified section of dull finish at right.) Weather, dirt, and ultra-violet rays break down the lacquer or enamel . . . disintegration which washing cannot stop or correct.



Protected by Simoniz

Simoniz preserves the finish. A secret ingredient found only in Simoniz never lets destructive elements get at the lacquer or enamel.

NEW EASY WAY TO USE

All Simoniz and Simoniz Kleener Now Sold May Be Used By This Faster, Easier, Method. Try It Today!

ON WET

Clean with Simoniz Kleener on a wet cloth taking easy strokes as if washing the finish. Let Kleener dry while on car.

OFF DRY

Wipe off Kleener with a dry cloth. Instantly, the finish comes up sparkling—beautiful and colorful as ever!

APPLY SIMONIZ

Then put on Simoniz for protection and lasting beauty (See directions in Simoniz can.)

Saves Finish . . . Saves Beauty

Simoniz your car, and it will stay beautiful for life! Then the finish is always safe. Injurious elements haven't a chance to dull and destroy the lacquer or enamel. So, it lasts longer. Besides, with each application of Simoniz, your car becomes more beautiful.

Is Your Car Already Dull? If so, go to the rescue with Simoniz Kleener right away. It cleans lacquers and enamels as they should be cleaned—safely and thoroughly. Stops finish decay. Restores the natural lustre your car had when new . . . All in one quick, easy operation!

MOTORISTS WISE
SIMONIZ



Always insist on world famous Simoniz and Simoniz Kleener for your car. There's nothing like them. Sold everywhere at hardware, drug, department, and auto supply stores, filling stations and garages—and never made under any other name.

World's Fairest (continued)

Page 54



A CONTESTANT CITES HER SPECIFICATIONS. JUDGES WERE NEWSPAPERMEN



ASPIRANTS STOOD FOR HOURS, PARADED TALENT, HELD SHOULDERS BACK



Free

35c half-pint can of wonderful new chrome cleaner. Just send this coupon and 10c for postage to:

The Simoniz Company, Chicago, U. S. A.

Name

Address

City.....State.....

Dealer's Name



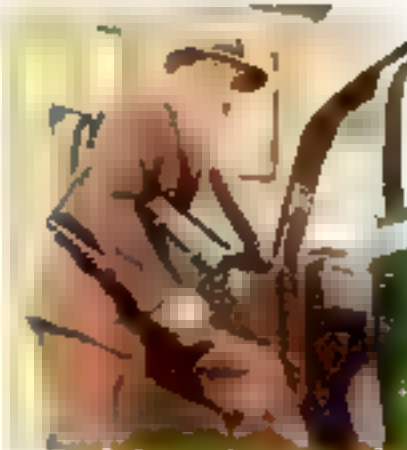
PROTECTION TO THE CAR!

"It's a matter of dollars and cents with me. I put my good money into a new car and then, for a little more, Squeegie-Generals protect those expensive front and rear ends, cushion the whole car, keep it tight and new longer. They pay for themselves many times over."



NEW DRIVING CONFIDENCE!

"Even on our brand-new car, it really is amazing what a difference Squeegie-Generals make. I'll admit I don't like wet, slippery streets—what woman does? But now I have a wonderful new feeling of confidence. And how easy they make steering and parking!"



MILEAGE, COMFORT, ECONOMY!

"I practically live in my car—average 100 miles a day—over all kinds of roads. Believe me, I know tires. I changed-over to Squeegie-Generals for mileage, but what makes the big hit with me is their comfort, quiet running, easy handling and positive traction *always*."

COMPLETE THE NEW CAR THRILL! CHANGE-OVER TO SQUEEGEE GENERALS



Motordom has outdone itself this year with notable improvements in safety, ease of handling, comfort and style. Why, then, are more people than ever before changing-over their new cars to Squeegie-Generals? Simply because Squeegie-Generals offer vitally important things that make them as far ahead of ordinary tires as today's cars are ahead of yesterday's.

The almost mechanical precision with which they stop you, quick and straight, every time—their sure-footed grip rounding curves—your complete unconcern about blowouts—the greater cushioning to the car and to you—their utter quietness—their distinctive "new car" style—the final economy of General's long mileage—these are worth many times the change-over cost—now the lowest in General's history. See the General Tire dealer or your car dealer. Have Squeegie-Generals from the start.

THE GENERAL TIRE & RUBBER CO., AKRON, O.
In Canada—The General Tire & Rubber Co. Limited,
Toronto, Ontario

THE ONE AND ONLY
SQUEEGEE
TIRE

WITH THE *wrinkle* THAT
REVOLUTIONIZED NON-SKID DESIGN

RUNS LIKE THIS . . . No wrinkle when running. Silent, smooth riding. Easy steering. Non-cupping. No slip or sway on sharp turns. Slow, even wear. *Long mileage.*

STOPS LIKE THIS . . . The flexible ribs *wrinkle* into squeegee-action... sweep a clean path... grip the road for a quicker, straight stop... without side-swerve or tail spin.

You're miles ahead
with **GENERAL**

High time to try a Vermouth Highball

THE "RIGHT" DRINK FOR
A LONG EVENING —

*Mild-Delicious
-Continental*

Put 3 ounces of M & R in a small highball glass, add ice and fill up with soda — it's as simple as that. A spicy, subtle drink — a gentle, *tactful* drink — and the more you've been abroad the more you'll appreciate it.






MARTINI & ROSSI VERMOUTH

Alcohol by Vol. 15.95%

SOLE AGENTS FOR U. S. A., W. A. TAYLOR & COMPANY, NEW YORK

3 MOODS IN 1 BOTTLE

1.  **Be gay** — have a Manhattan or Martini.
2.  **Be moderate** — have vermouth straight. Served chilled in cocktail glass.
3.  **Be conservative** — have vermouth and soda. Mixed like a highball, using vermouth instead of whiskey.



SPORTS

FREEMAN (RIGHT) AND HIS FIRST ASSISTANT, NICK CRUISE, READ A LIST OF ODDS JUST CABLED FROM DUBLIN. CRUISE IS A FORMER MUSIC-HALL COMEDIAN

AN ENGLISHMAN COMES TO AMERICA TO BUY IRISH SWEEPSTAKE TICKETS

THE FIFTH AVENUE BANK OF NEW YORK

NEW YORK, N. Y. March 20, 1930

To: Sidney Freeman
Ritz-Carlton Hotel
New York City

Dear Mr. Freeman:

We herewith advise that the following
existing accounts were in your credit with us to date:

\$100,000.00
\$75,000.00
\$50,000.00
\$125,000.00

At the present rate of exchange the above standing is
the equivalent of approximately \$384,000.00 at the rate
of 4.00.

Very truly yours,
M. S. Rader

Assistant Cashier

RECEIVED

This document is not to be used for any purpose other than the one for which it was issued. It is not to be reproduced or distributed without the written consent of the Bank of New York.

BANK SENDS FREEMAN A LETTER OF CREDIT

The dapper, gray-haired gentleman above, wearing the striped bathrobe and the lounging slippers, is Sidney Freeman, the world's most powerful gambler. From March 20 to 25, behind a barricade of detectives and lawyers, he was securely ensconced in a six-room suite at New York's Ritz-Carlton Hotel. Trekking through the lobby and up to his rooms came a strange collection of truck drivers, sandhogs and bartenders. Each of them had been lucky enough to draw a horse in the Irish Sweepstakes, and because they did not want to risk having their horses finish out of the money, they were selling their tickets—whole or half—to Freeman. To buy them he had \$1,000,000 in cash, belonging to himself and his company, the great English bookmaking house of Douglas Stuart (motto: "Duggie Never Owes").

Freeman's business is mathematically sound. He cannot lose money. He simply buys four tickets on each horse in the race, pays less for all those tickets than the total amount the winning tickets will bring him. A ticket on the first horse pays \$150,000, on the second \$75,000, on the third \$50,000. Regardless of who wins or places, Freeman owns four tickets on each. His profit is about \$100,000.

The price Freeman will pay is based roughly on the prevailing odds. With customers who come to his suite, he will do no haggling. To them he says curtly, "This is my price. Take it or leave it."



CRUISE ENJOYS WEARING A FAKE MUSTACHE

CONTINUED ON NEXT PAGE

A 4th Car will soon join the "Big 3"



On April 20th
STUDEBAKER
will present
a new car in the
price field of
Chevrolet, Ford
and Plymouth!

Sidney Freeman (continued)

True to English tradition that a gambler is always a gentleman, Sidney Freeman is soft-spoken, pleasant, invariably honest. In his Ritz-Carlton apartment he entertains reporters with champagne, smokes Egyptian cigarets, wears a turtle-neck sweater of soft, fine wool. But Freeman can also be tough. In 40 years of betting experience, he has worked the French and English tracks, gambled and fought in South Africa, risen to the top of "Duggie's," which he made a household word in England. He and his partner, Harry Benson, once ran a sweepstakes in the little Principality of Liechtenstein. Later, anxious to make more money, they helped organize the Irish Sweepstakes, with the Dublin hospitals as the chief recipients of charity. Today, with Benson retired, Freeman still has the concession to buy up tickets.

Nobody seems to be quite certain whether Freeman's business is legal. In the U. S. the sale of lottery tickets is forbidden, but Freeman argues that what he buys is not a receipt from a lottery, but a security with a minimum value. He buys merely for a possible rise in that value. This year, for instance, a ticket on Kilstar bought for \$20,000 became worth \$50,000. Until now, at least, no U. S. authorities have tried to interfere.



SIDNEY FREEMAN



Ticket stubs are checked by assistants. Marian Navarro, housewife, and her mother, Fanny Papush, got \$5,600 for a ticket they held on a horse named Teme Willow.



The U. S. and Canada are divided into 14 districts. Freeman has a representative in each district who buys tickets, keeps in constant touch with Freeman by wire.

CONTINUED ON PAGE 61

WHITEHALL

Jayson

THE ULTIMATE WHITE SHIRT

Years of earnest and expert effort have produced Whitehall by JAYSON...a pure white, fine broad-cloth shirt that is an attribute to any fine wardrobe and an established example of the superiority of Troy custom featured tailoring. Like all JAYSON shirts, Whitehall is guaranteed, without qualification, to give complete satisfaction. It will not shrink below marked size. Whitehall by JAYSON is featured by good dealers everywhere at \$2. Sizes 13½ to 19; sleeve lengths 31 to 37, in neckband, regular soft collar or the "Jaysonized, no-starch, no-wilt collar. If you cannot locate a JAYSON dealer, send correct size and money order. We will see that you are served. Whitehall pajamas (white and solid colors), \$2.

Reg. U. S. Pat. Off.
"Made under
Colossus Patent"

SHIRTS & PAJAMAS BY JAYSON

E. JACOBSON & SONS, INC., 1115 BROADWAY, N. Y.

THANKS for the job!



Happy child . . . meeting his father, as dad comes home from his new job . . . one of the million jobs that beer brought back.

One million jobs . . . a job for *everybody* in a city as big as Cleveland.

That's one way to visualize what beer has done in six short years.

A man with a job . . . heading home and head up. Happy man, happy boy, happy home. And it has been going on, all over America . . . beer has helped in this great rebuilding job.

Brewing pays huge taxes to help keep *your* taxes low. It also uses the produce of 8,000,000 acres of farm lands.

Most people regard beer as a wholesome beverage. The brewers want to protect your right to continue to enjoy beer under proper conditions.

Beer should not be blamed for abuses that may surround the sale of alcoholic bev-

erages in a small percentage of retail outlets. It is not the brewers' responsibility to enforce the law . . . you have public officials for that. However, we insist that retailing abuses be eliminated, to protect our industry and your privilege for the future.

So . . . in cooperation with enforcement authorities in a number of test communities, the brewers are working out a program of self-regulation that is proving successful.

This plan is being extended as rapidly as facilities permit. This is the brewers' program to protect the public's right to enjoy beer, and our right to make and market it.

*Multiply him by
a million . . .*

THE JOBS THAT
BEER
brought back:

Brewery Workers

Farm Workers

Maltsters

Building Trades

Metal Trades

Glass Workers

Can Makers

Machinists

Lumbermen

Coopers

Railroadmen

Box Makers

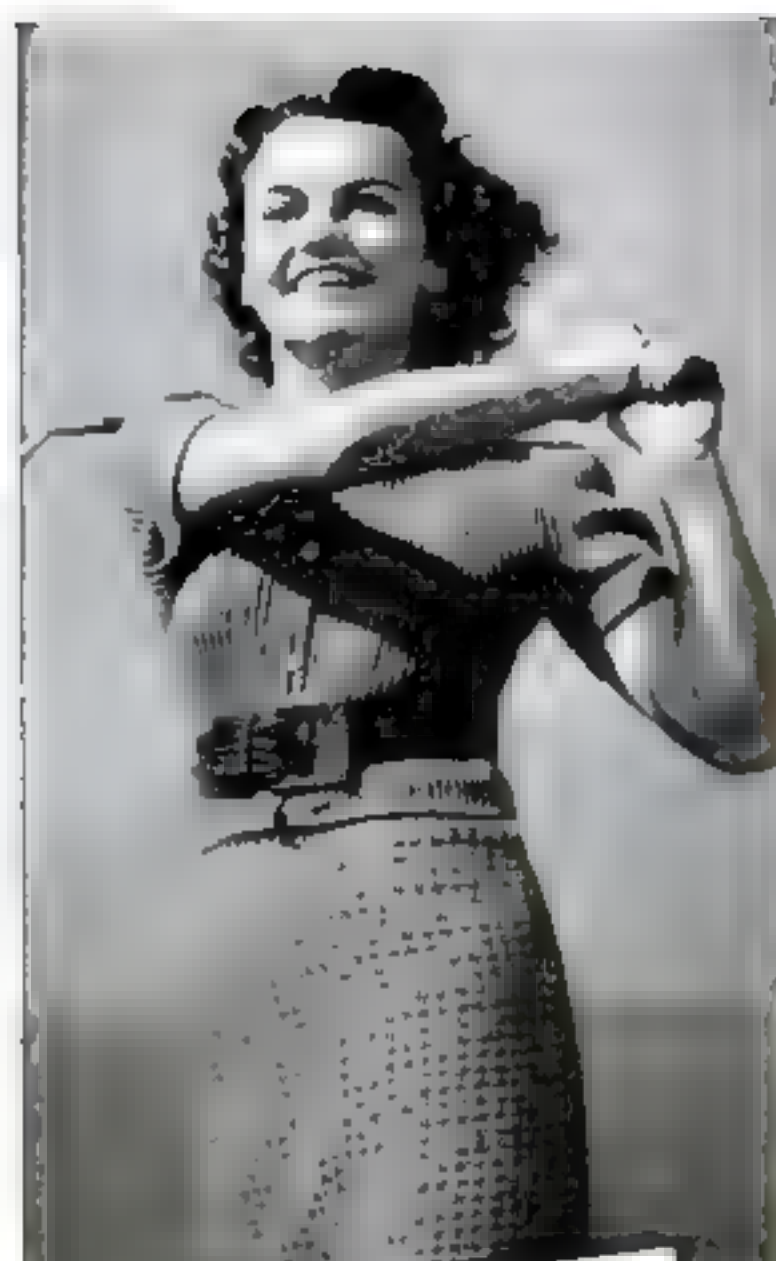
*Restaurant,
Hotel and Tavern
Workers, etc., etc.*

In more than a hundred industries, at least 1,000,000 people are working today . . . off the relief rolls or in better jobs . . . because of beer!

SENT FREE ON REQUEST: *A booklet giving interesting facts about beer, and discussing the brewers' self-regulatory program. Address: United Brewers Industrial Foundation, Dept. A2, 21 East 40th St., New York.*

Beer... a Beverage of Moderation





TAMPAX
makes
LIFE WORTH
LIVING

NO BELTS
NO PINS
NO PADS
NO ODOR

THERE is no mystery about Tampax. It is simply a kind of monthly sanitary protection worn internally. Each individual Tampax is sealed in a hygienic container which allows you to insert the Tampax neatly and daintily.

Tampax was perfected by a doctor and more than 120 million have already been sold. It brings new comfort and freedom to club women, office workers, athletes, students, housewives. It does away with chafing, odor and "bulking," providing a smooth costume-profile even in swim suits or sheer evening gowns. No belts or pins. You really forget you are wearing Tampax!

Made of pure, long-fibered surgical cotton, highly compressed, Tampax is extremely absorbent and efficient. No disposal problems. Sold at drug stores and notion counters. Two sizes: Regular Tampax and Junior Tampax. Introductory package, 20¢. An average month's supply, 35¢. As much as 25% saved by purchasing large economy package of 40.



TAMPAX INCORPORATED LF-10-49
New Brunswick, N. J.

- ☐ Send Tampax booklet with diagrams—FREE
☐ Send introductory box; 20¢ enclosed (stamps; coins)
Size checked here ☐ Tampax ☐ Junior Tampax

Name _____

Address _____

City _____ State _____

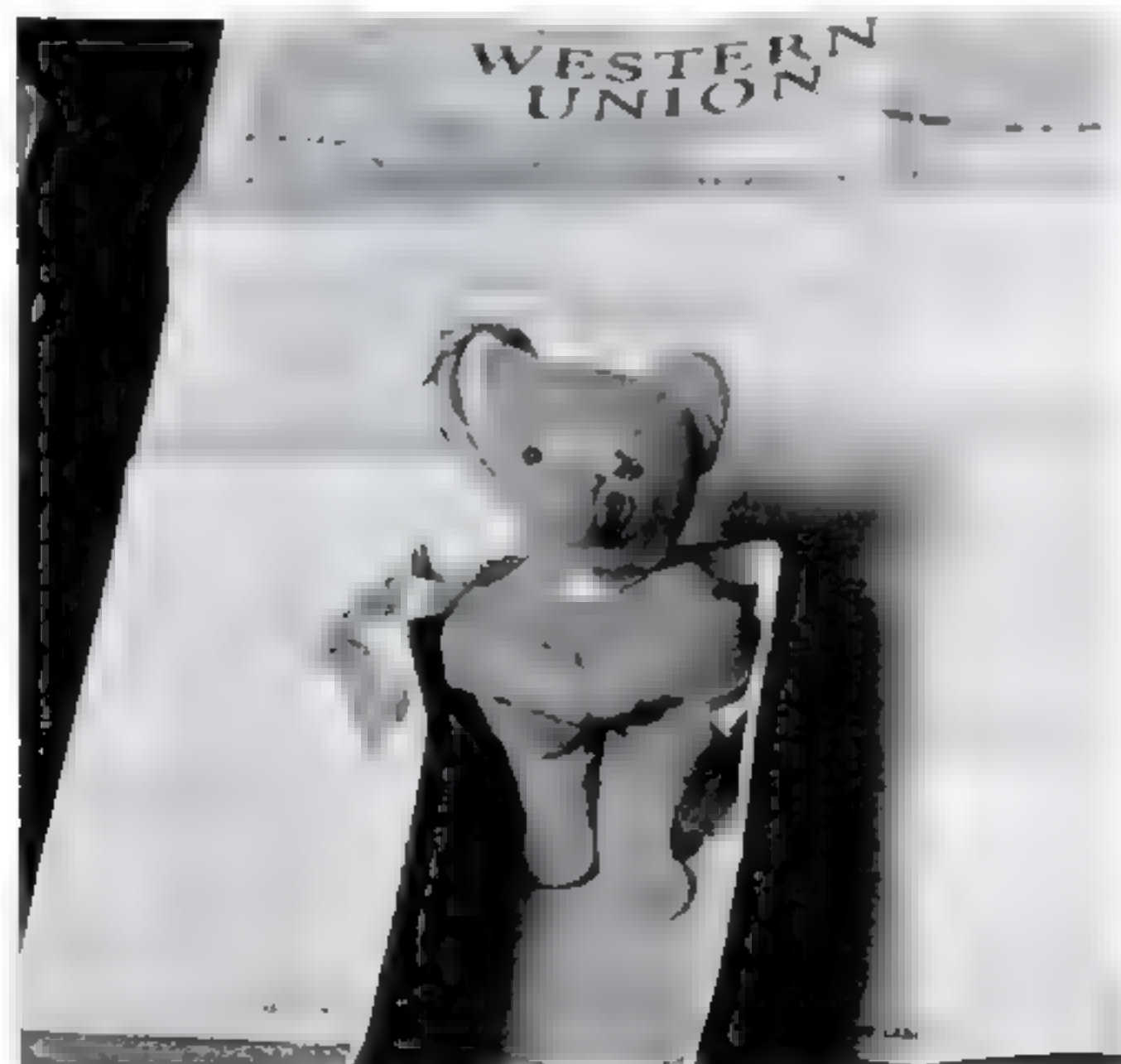
Sidney Freeman (continued)



Miss Claire Frankel, Freeman's secretary, counts money. \$75,000 cash is sometimes kept on hand. Usually it is hidden in the leg of a chair or under a mattress.



Mike Kostos, Greek grocer from Manhattan, held a ticket on Kilstar, the favorite. Kostos refused to sell for \$20,000, later won \$50,000 when Kilstar finished third.



"Piggy" has been Freeman's pet mascot for some 15 years. Like all gamblers, Freeman is highly superstitious, but he never lets sentiment interfere with business.



"My Diary tells me

to take S.S.S. Tonic this Spring"

"I know from experience I will be happier when I feel better and look better."

And the reason for this is quite simple, because when you have rich, red blood coursing through your body, you possess genuine vitality... the means to strength... energy... and that assurance of well being.

for that tired-let-down feeling

Worry, overwork, undue strain, colds, and sickness often reduce the blood's strength and vitality.

But you may rebuild this strength by restoring your blood to normal, in the absence of an organic trouble, with the famous S.S.S. Tonic.

Improves the appetite

Further, S.S.S. Tonic whets the appetite... foods taste better... natural digestive juices are stimulated, and finally, the food you eat is of more value... a very important step back to health.

You, too, will want to take S.S.S. Tonic to help regain and maintain your red-blood-cells... to restore lost weight... to regain energy... and to give back to your skin that much desired natural glow.

You should note an improvement at once, but may we suggest a course of several bottles to insure more complete and lasting recovery.

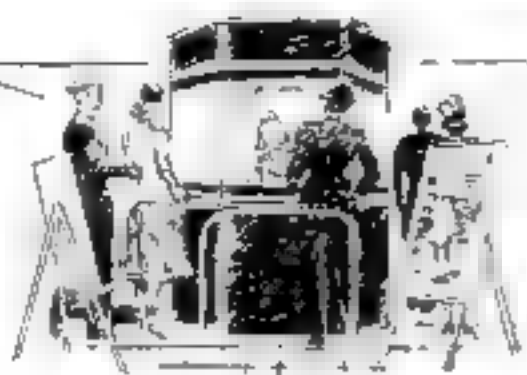
Buy and use with complete confidence and we believe you, like others, will be enthusiastic in your praise of S.S.S. Tonic for its part in making "you feel like yourself again."

At all drug stores in two sizes. You will find the larger size more economical. © S.S.S. Co.

In the Spring take

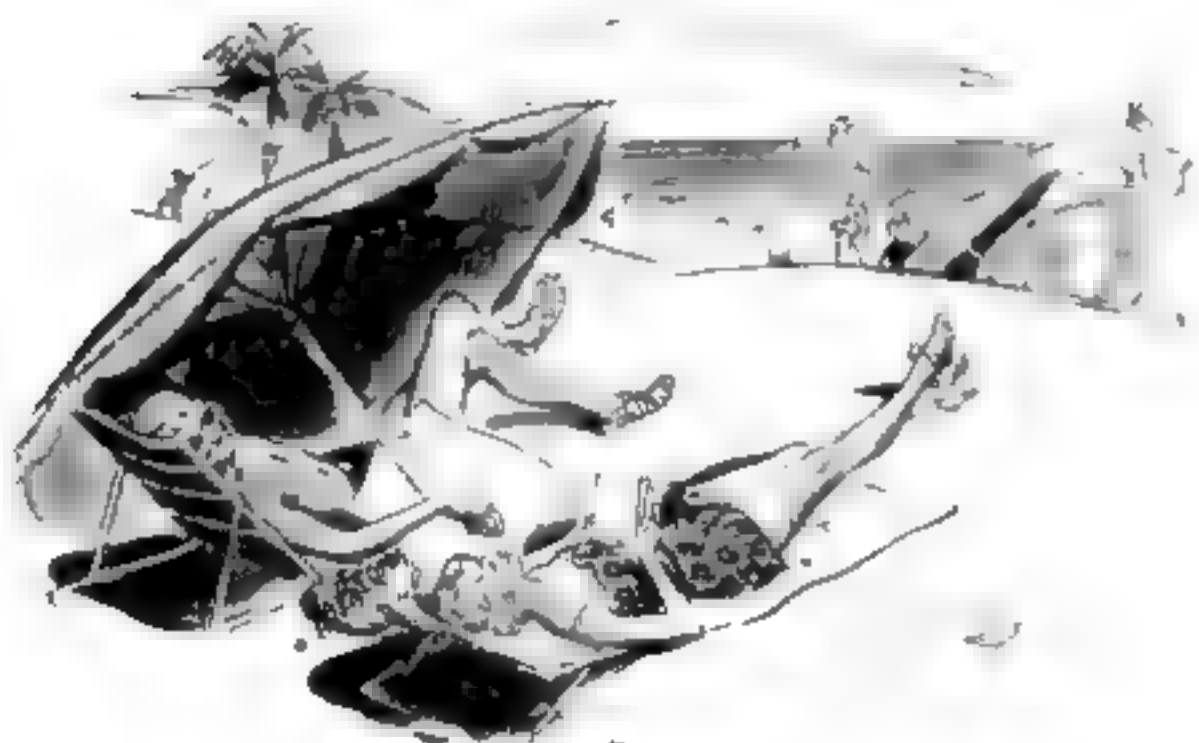
S.S.S. TONIC

DOUBLE FEATURE



1. Southern California 2. San Francisco World's Fair

*See both on one "air cooled"
summer vacation this year*



1 FIRST FEATURE: Fade in summer beach scene in Southern California. Sand is white and soft, a cool surf murmurs in background, puffy clouds drift overhead. You (in foreground) are sunning yourself in the manner of a contented sea otter, thinking of the golf game you had that morning, the tree-ripened orange you ate for breakfast, the deep cool sleep of the night before. You stretch your tanned limbs and sigh happily. Quick cut to...



2 Series of short shots: you fish a bubbly mountain stream, drive down a winding palm-lined boulevard, eat at an open-air restaurant, watch top flight horse racing. You visit Old Missions, big trees, tropic islands, foreign settlements, sunken gardens, oil fields. You see movies from your automobile. Dissolve to...



3 Night scene. It's you again. From a mountain top you look over fifty square miles of blinking lights: Los Angeles and its sister cities still at work...and play! Creating movies, songs, fashions, *news*. Inviting you to join in the fun of ace swing bands, great premieres, Symphonies Under the Stars, and coast-to-coast broadcasts. (*To be continued when you arrive here*).



4 SECOND FEATURE: Wide-angle (and wide-eyed) shot of you entering the grounds of the San Francisco World's Fair (just a few hours from Southern California)—a magic gold and white city on a magic island. You see the spectacular exhibits, the fun-zone, the colorful displays of products from East and West.

FINAL SHOT: You returning home, satisfied that you've had the vacation of a lifetime.

THIS YEAR—travel is faster, costs are lower, there's more to see—WHY WAIT?

Even from New York, Southern California and the San Francisco World's Fair are just overnight by plane; 2½ to 3 days by train; 4 to 7 by auto or bus. And vacation costs in Southern California average 22.8% under those of 20 other leading U. S. resorts. You'll find accommodations for every taste in Los Angeles, Hollywood, Pasadena, Glendale, Beverly Hills, Santa Monica, Pomona, Long Beach and other cities in and near Los Angeles County.

FREE: New Illustrated Book Plans Trip for You

How do I get to Southern California? What will it cost? How much time will I need? What is there to do and see? These and countless other questions are answered in words, pictures and maps by our new book, "How to Plan Your Trip to Southern California." Authentic facts available only through this non-profit commu-

nity organization. Coupon brings your copy FREE by return mail. Start planning now!

When you arrive, make your first stop our unique Visitors' Bureau, 505 W. Sixth St., Los Angeles, for 20 helpful services, assuring greater enjoyment while you are here. FREE, of course.

ALL-YEAR CLUB OF SOUTHERN CALIFORNIA

Come to California for a glorious vacation. Advise anyone not to come seeking employment, lest he be disappointed; but for tourists, the attractions are unlimited.

MAIL COUPON TODAY

All Year Club of Southern California.
Sec. 8 & 829 So. Hill St., Los Angeles, Calif.
Send me free book with complete details (including costs) of a Southern California vacation. Also send free booklet by ☐ air ☐ rail ☐ plane ☐ bus. Also send free booklet about ☐ games checked ☐ Los Angeles ☐ Orange ☐ Riverside ☐ Santa Barbara ☐ L.A. ☐ San Diego ☐ Imperial ☐ San Bernardino ☐ Ventura ☐ Mission Trails ☐ Central California.

Name

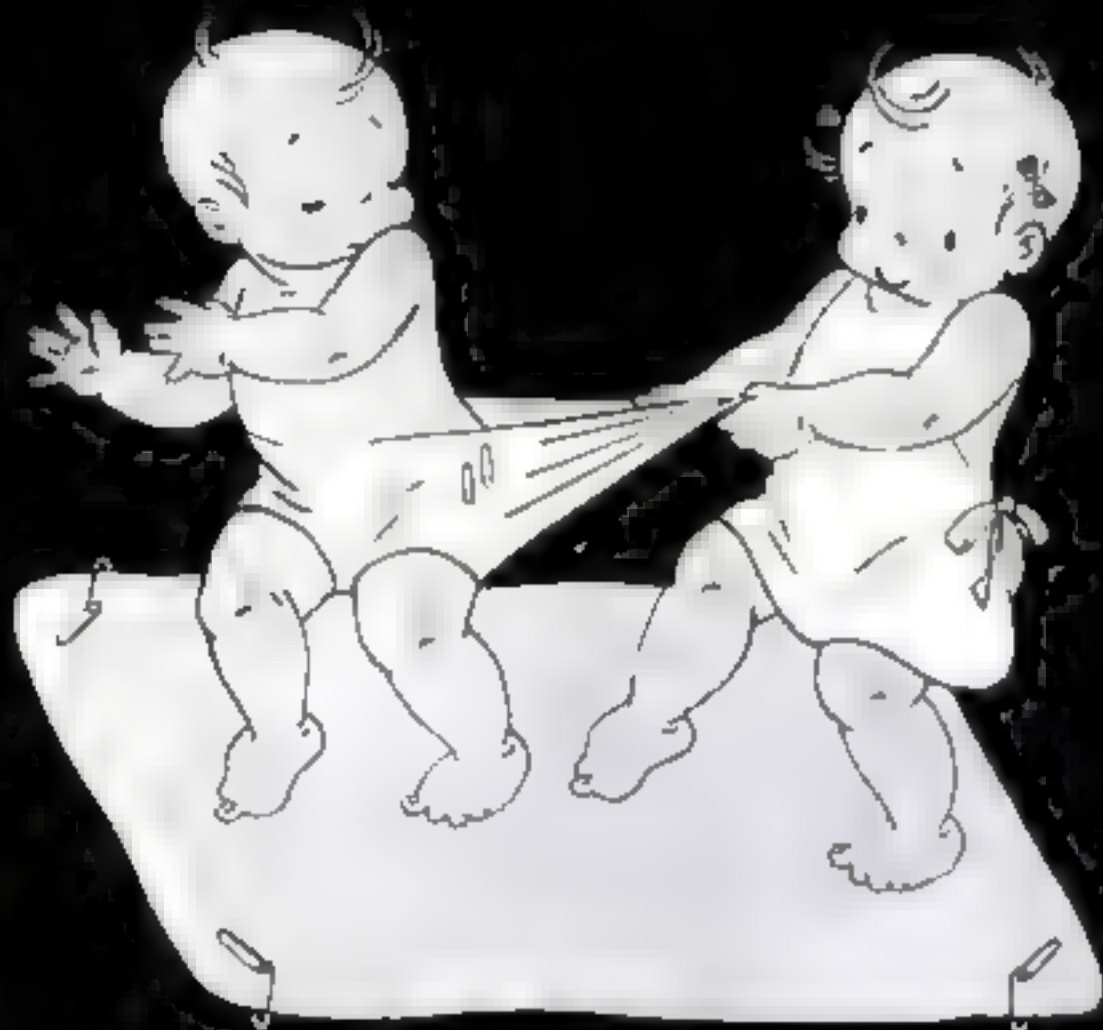
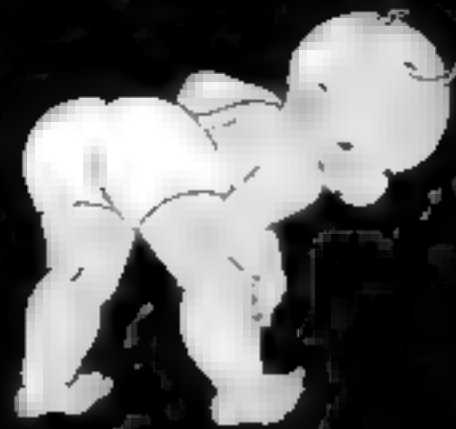
Street

City State

(Please print name and address)

MOTHERS...

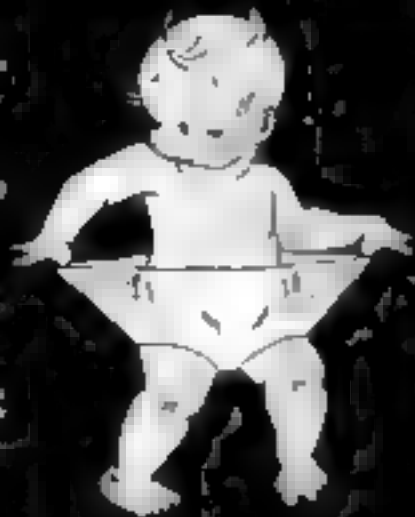
we've gone
to the Seat
of the trouble!



And from now on, the "seat" is no trouble at all. Hot, rubberized baby pants are now out of date. These new Playtex® baby pants, overcome all the old complaints. They're tissue-thin, soft, non-chafing and cool to wear. Made of that amazing material, creamy liquid latex, they stretch a yard to give your baby complete comfort. They're waterproof, and cleaned with a ten second rinse. No seams or binding stitches, yet all edges are seamlessly reinforced.

Three practical styles; four sizes: demi-fasse, small, medium, and large. Pink or white.

Gift packaged in silver color boxes... 50¢



Playtex baby pants, bibs

and sheets are sold in infants' departments, everywhere

INTERNATIONAL LATEX CORPORATION, PLAYTEX PARK, DOVER, DELAWARE

©Trade mark Reg. U. S. Pat. Off. Copyright 1969 Int'l Latex Corp.



BUDDY HENDERSON FLIES A KITE BEARING IMAGE OF DOG OF THE SEVEN DWARFS

KIDS FLY KITES OVER WASHINGTON

All across the face of America the sharp, gusty winds of March toss aloft children's kites. These homemade aircraft are among the oldest playthings in the world. In New Zealand they have been flown as a religious ceremony for 3,000 years, and in Rome, Caesar's playmates flew them on the Campus Martius. Today kites are commonly made of brown paper, cellophane or old cloth rags, and the most popular kind is still the diamond-shaped kite with the long tail to keep it steady.

On March 25 in Washington, under a warm, blue sky, with a light wind blowing, 2,000 youngsters took their kites out to six district playgrounds, competed for ribbons and gleaming gold cups in the annual city kite championship. Most important competition took place in the broad meadows below the Washington Monument. There 83 kites floated together high in the air. Some stayed up for hours, rose and fell gracefully with the wind, brought their owners prizes and glory. Others got caught in trees, wound themselves around other kites, and crashed ignominiously to the ground.

Launching the kites is the hardest part. The kids run madly to get the kites up, keep them from nose-diving. After that the chief problem is to hold the tugging string tight.





In front of Washington monument floats a tailed kite. Most kids build kites for three or four years, learn some thing about air currents, then graduate to model airplanes.

A broken kite is a child's tragedy. Ten-year-old Eddie Daura competed in the cell-kites division, saw his craft swerve into a sudden loop and smash to pieces on the ground.



THE DESPERATE CASE OF F. L. FAULK...



"Morning after morning,
I was late..."



F. L. FAULK
Monroe, La.

"...it got so I was absolutely dependent on my neighbors to give my car a 'push' to get started. There was no other way for me to get to work, so, morning after morning I was late.

"When the Boss spoke to me, I explained that I was doing everything I could... that I had been to the garage several times... that I had even bought a new battery but still had trouble starting.

"He told me his Willard Dealer had an

instrument that could locate the trouble, so, after work that day I went over. With his *Electrical Check Instrument* he discovered that undersize cables were causing the starting motor to draw so much 'juice' it starved the ignition system. "Your dealer rectified the trouble, including all the necessary parts, for less than \$2.75. **THAT** made a Willard Starting Service believer out of me."

F. L. Faulk

HOW YOU CAN AVOID TROUBLE

A majority of starting failures are caused NOT BY THE BATTERY but by little things like worn or undersize cables, loose connections, worn or faulty wiring, that drain the life out of a perfectly good battery without warning.

This new Willard Starting Service protects you against these hidden flaws

—and will actually save you money—save you trouble. Let your Willard Dealer "x-ray" the starting system of your car under actual load conditions.

We offer you this Willard Starting Service, as our way of EARNING your patronage. Come in and try it.

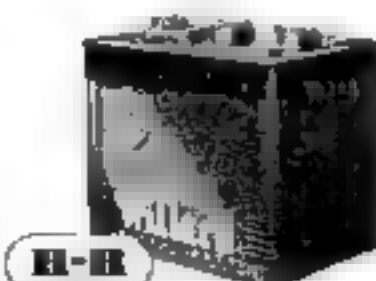
Your Willard Dealer

You can identify our station by this sign



STARTING
Willard
SERVICE

P.S. HAVE YOU HEARD—about the newest thing in batteries? It's the Willard "H-R"—built to last 68% longer—yet costs only a trifle more than ordinary batteries.





HIGHWAYS HAVE SIGNS LIKE THIS



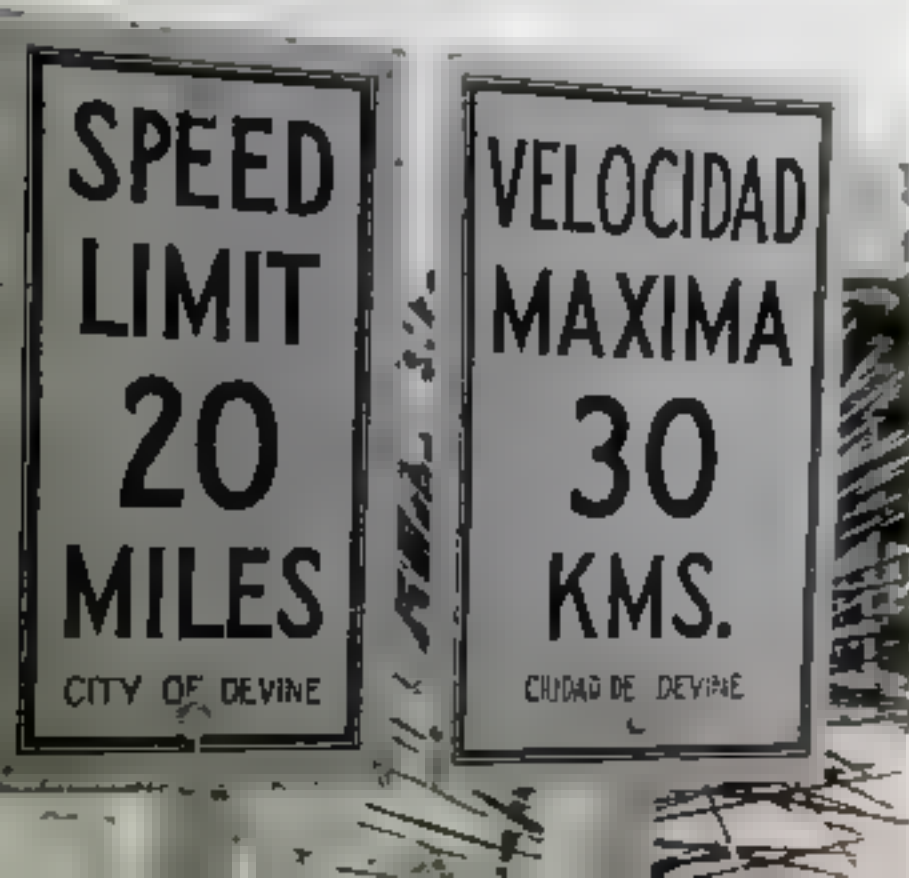
TEXANS STILL TOTE LOADED GUNS



THIS IS A TEXAS SHOE STORE



TEXAS HAS CACTI AND TWO LANGUAGES



TEXAS IS BIG

A GIANT STATE STIRS ITSELF

Photographs for LIFE by Carl Mydans



The cattle used to know how big the State of Texas is. The rangy longhorns, which once were driven north from the Rio Grande through the Texas mesquite country and along the Goodnight-Loving and Chisholm Trails, had to hoof for months before they were out of Texas and into another State. Even a crow, flying its a line over a drive would have to travel hundreds of miles before it could quit the State.

Longhorns and big cattle drives are both gone from Texas now. The white-faced Herefords, shown below near the Rio Grande, are driven only a few miles to a railroad siding. But Texas still seems

enormous. It is larger than New England, plus New York, Pennsylvania, Ohio and Illinois. It is so big that one out of every twelve acres in the U. S. is in Texas—so big that Texans in Texarkana are closer neighbors of Yankees in Chicago, than of Texans in El Paso—so big that Texas still has the right by annexation treaty to divide itself into five States. With 6,172,000 people, Texas ranks fifth in U. S. population.

In the past two decades, this giant among States has begun to stretch itself and feel its colossal strength—culturally and, right now, industrially and politically.

Texas State politics have always been picturesque. Governor today is a flour merchant named W. Lee O'Daniel who wooed votes with his hillbilly songs. But in Washington, Texas politics are much more serious and potent. The Vice President of the U. S. is a Texan. Majority leader of the House is a Texan. Chairman of the House Judiciary Committee is a Texan. Chairman of the House Agriculture Committee is a Texan. With Jack Garner and his cohorts leading the Democratic opposition to the New Deal, the Lone Star State bulks every bit as large in national consciousness as it does on maps of the nation.



TEXAS IS RICH



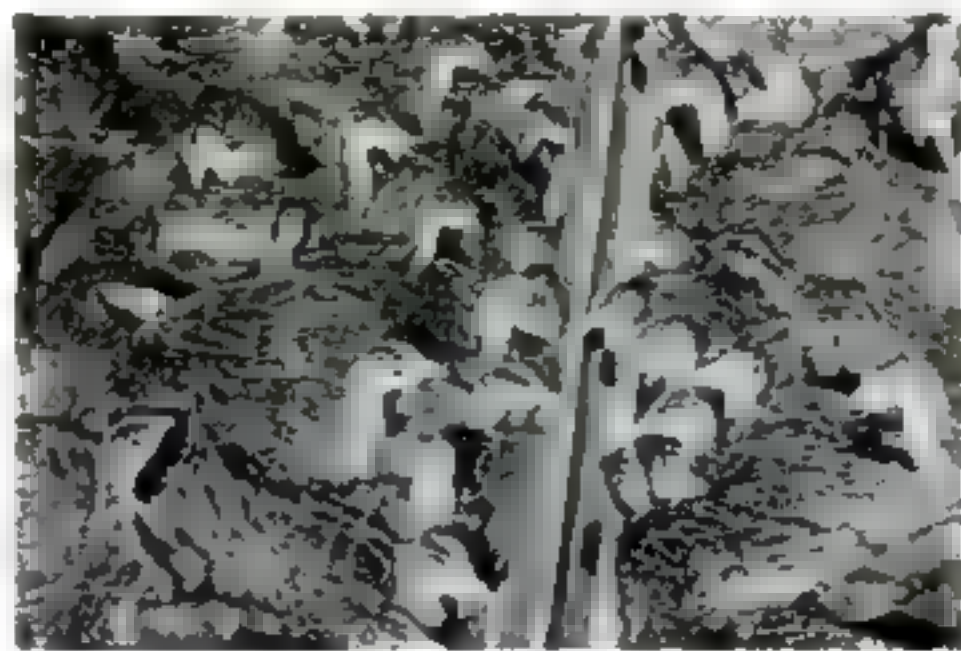
HORSES: Texas has 714,000 "tame" horses, ranks second among the States. They are very useful because a Texan never does anything on foot that can be done on a horse.



SHEEP: The largest wool-producing State, Texas clipped 80,000,000 lb. in 1948 from its 10,000,000 sheep. It also has 3,000,000 angora goats which yield 18% of country's mohair.



CATTLE: Texas has 7,245,000 head of cattle, more than any other State. Oldest Texas industry, it ranks behind cotton, oil. Texas ships 2,000,000 head 260,000,000 annually.



TURKEYS: Texas raises more turkeys than any other State, herds them on horseback and ships 1,000 carloads a year. Cuero, Tex., calls itself the "world's turkey capital."



RANCHES: Biggest ranch in the U. S. is the 1,250,000-acre King Ranch, which is four-fifths the size of Delaware. Highways come to a dead end at its borders (above).



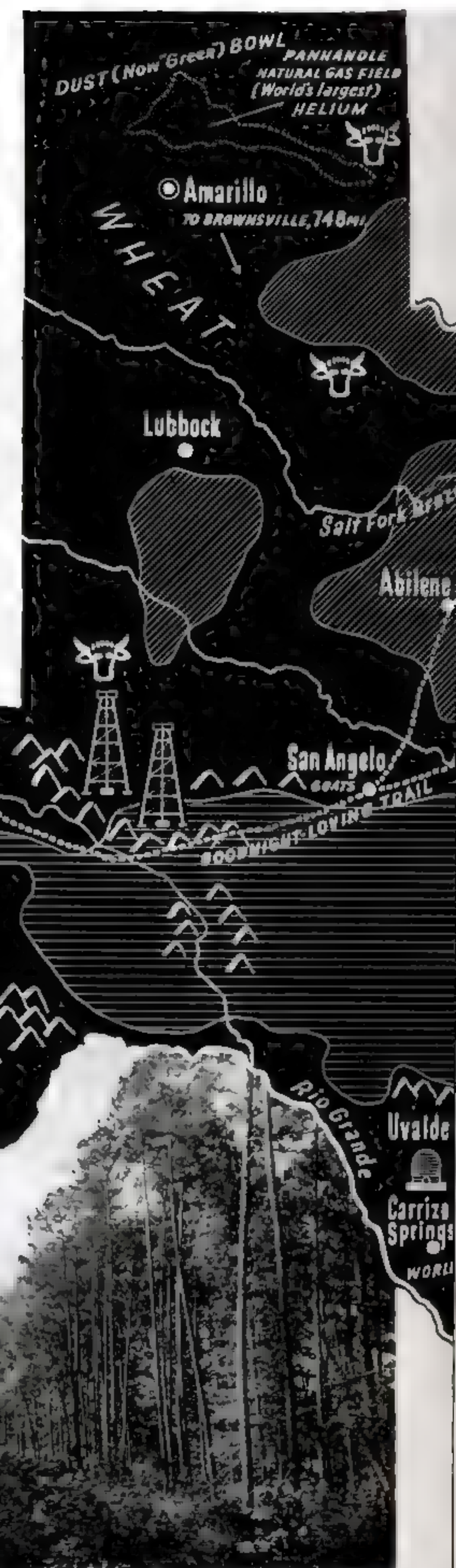
SHIPPING: Houston, connected to Gulf by 50-mile ship canal, is fifth in volume among U. S. ports. Biggest shipments from its crowded harbor (above) are crude oil, cotton.



FISHING: The Gulf "Mosquito Fleet" goes out from Galveston (above) and other ports to bring back annually 13,000,000 lb. of shellfish and 6,000,000 lb. of other fish.



LUMBER: Eighth State in lumber production, Texas boasts 32,000,000 acres of forest. The most valuable section is the wide swath of "Pine Woods" on the east coast



near the Louisiana border. New processes of making paper from pine give the "Pine Woods" even greater potential value. This is a pine stretch between Tyler and Houston.



CITRUS: In "The Valley," lower part of Rio Grande, are huge citrus orchards which make Texas No. 3 citrus State. 1938 sales \$5,000,000. Above: orchard and packing plant.



VEGETABLES: Also in The Valley, is a vast vegetable region. Important source of U.S. winter vegetables, Texas has tripled its shipments in 20 years. Above: carrot harvest.



OIL: Texas is the No. 1 oil State, and oil is its industrial giant. The annual yield is 40% of the country's production—half a billion barrels, worth \$594,500,000. At Port Arthur some oil is pumped up from under the bed of the Gulf.



COTTON: Texas is the No. 1 cotton State, and cotton is its agricultural giant. It employs more people than any other Texas industry. The 1938 crop of 3,000,000 bales was worth \$150,000,000.



SULPHUR: More than half of the world's mined sulphur comes from Texas, which has at Newgulf the world's largest sulphur mine. This chemical lies in beds below ground, is

forced up to the surface by steam, poured into 1,200-ft. long compartments where it solidifies (above). Texas produces 2,000,000 tons, or \$16,500,000 worth of sulphur annually.

CONTINUED



The president of the Mercantile National Bank of Dallas, Robert L. Thornton, strokes the plaster chin of one of the

two mannequins who were the belles of Arch Underwood's party. One model is called Sadie Henderson. She is usual-

ly placed in the men's washroom to embarrass guests. This is Sadie's sister, kept as a spare in case Sadie is abducted.

TEXANS ARE LUSTY

It is hard to generalize about Texas because it is too big, too different. It is just as hard to generalize about Texans. But much of Texas is still frontier country and most Texans still have the fresh feeling of the frontier. The typical Texan is big and breezy, fond of strong language and strong drink. He likes elbow room and, fortunately, has plenty. He scorns swank and he can still eat without his jacket in the dining rooms of the best hotels.

Like his State, the Texan is aggressively independent. Anyone from outside Texas is a "foreigner." Used to the vastness of their State, Texans endow it with the spirit of a small town. They pride themselves on knowing people all over the State. They drive 200 miles for lunch, telephone to the far ends of Texas, call everybody by their first names.

Above all, Texans are lusty he-men. Their best parties are rip-roaring stag affairs. These photographs

were taken last January at one of Arch Underwood's famous gatherings in Athens. Underwood, millionaire cotton man and church deacon, never sends invitations to his parties. He simply lets the word get around that he is having one. This particular party was given for SEC's William Douglas. The 48-hour notice Underwood gave attracted 175 Texans but was not enough to permit the guest-of-honor to show up.

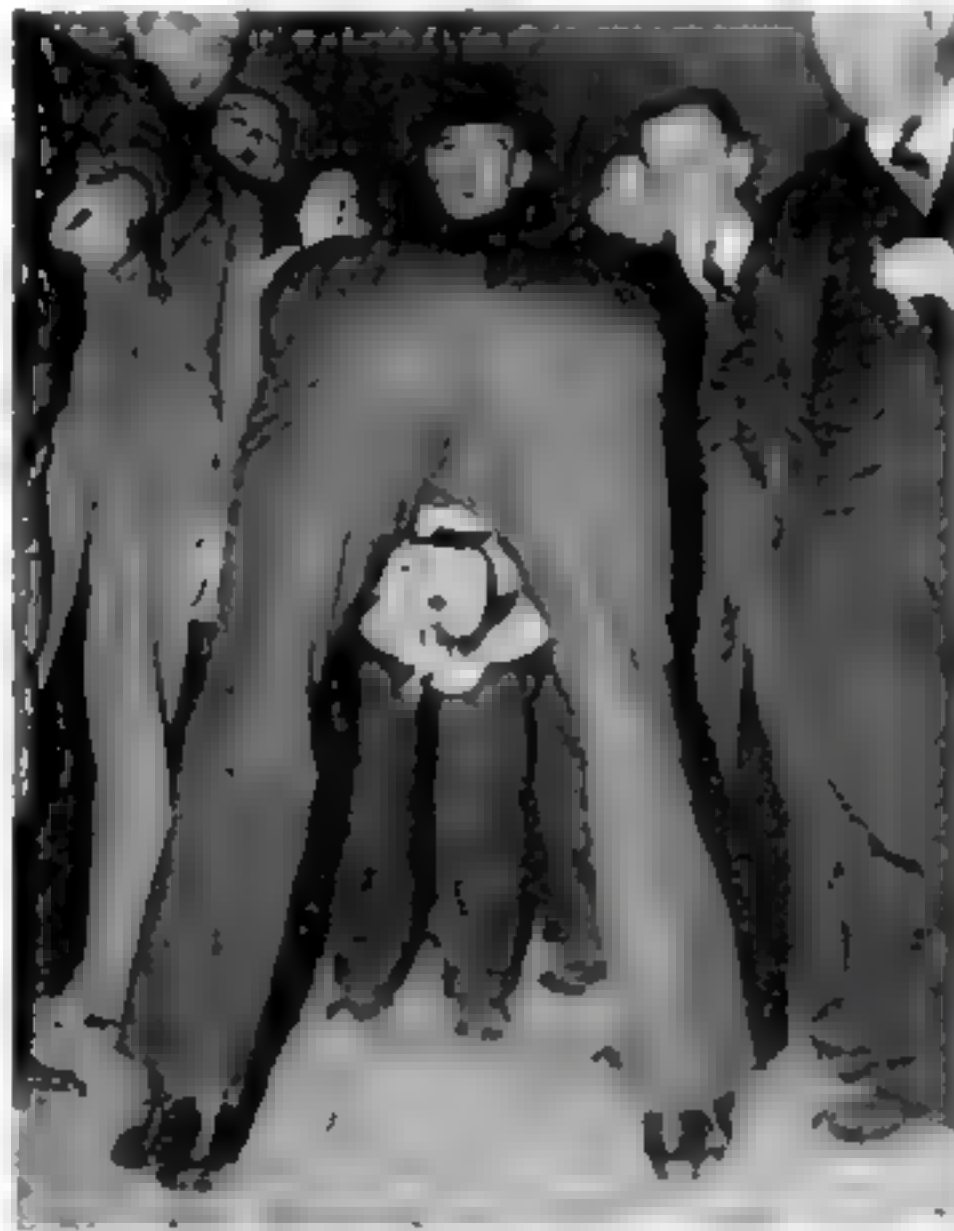
Underwood party veterans called this a "booger-rooger," meaning that it was superlative. Guests got rough and noisy. The only "women" present were Underwood's two plastic dress models. Among the guests were political figures, bankers, oilmen, ranchers, farmers and at least a dozen millionaires. Millionaires still sprout in Texas. Only last year, according to story, Jim West of Houston sold part of his oil holdings for a reputed \$40,000,000 and his son built a bomb-proof shelter under his tennis court.



"Sweet Adeline" stage was soon reached. Under deer head are Banker Thornton and Harold Young, lawyer & politico.



Shooting stunts were performed by Sheriff Jess Sweeten of Henderson County who pinked the end off a guest's cigar.



Shooting between his legs, Sweeten hit a cigaret stuck in grass. He is called the best U. S. "draw and shoot" man.



A pistol and a bottle of whisky came into view when horse-playing guests "arrested" Jimmy Meeks, who has oil money.



The pistol seat is huge fun. When a guest sits on it, the legs and the victim collapse and a blank cartridge goes off.



Tall yarns, crude jokes were broadcast over loud-speakers. Above: Dick Andrede, oil millionaire; Sheriff Smoot Schmid.



The hot seat is a bench wired for shock. Someone sits on it, someone else presses button (hand, right), the victim jumps.

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Texas architecture tells the state's history. First builders were Spanish settlers who erected lovely missions. Above, the Alamo.



The Mexicans built themselves thatched-roofed adobe *jacals* or *ranchos*. Today the Texas Mexican laborers still live in them.



The Wild West built shanties of plain, unpainted board, dressed up with false fronts. There was always a saloon. This is Coal.



The Old South is fondly remembered in the rambling plantation-mansion style. Above. Today, modernism is coming in.



The defense of the Alamo is the pride of every Texan. In 1836, 183 Texans stood off 6,000 Mexicans for eleven

heroic days. Mexicans won when all American defenders, including Col. Bowie and Davy Crockett, were killed.



The capture of Santa Anna at San Jacinto ended the War. Above, wounded Santa Anna receives the defeated Mex-

ican general. Below, a Wild West scene. Cowboys were always coming into town to shoot to the main street.



TEXAS HAS A HEROIC PAST



STEPHEN AUSTIN

Historians begin the history of Texas with the 16th Century explorations of the Spanish and the French, the settlements of the Spaniards. But Texans begin their history with their heroic war for independence against Mexico.

After Mexico won its own independence from Spain in 1821, Stephen Austin of Missouri founded the first Anglo-American colony in Texas as San Felipe. A diplomatic man, Austin won privileges and land grants for Americans. They poured in. By 1835, there were 20,000 Anglo-Americans and 3,000 Mexicans in Texas. Alarmed, Mexico forbade further immigration and slavery. Texans began to fight.

Their leader was rough Sam Houston, whom the Indians called "Big Drunk." Against his small army came Santa Anna, Mexico's dictator, with 6,000 men. At the Alamo, the Mexicans slaughtered 183 Texans. At Goliad, they slaughtered 400 more. But at San Jacinto one day in April, 1836, while Santa Anna was enjoying his siesta, Houston turned suddenly on the Mexicans. In 20 minutes, he killed or captured the whole army, Santa Anna included.

Houston became first president of the Republic of Texas and the dispute over its annexation by the U. S. began. The South wanted Texas because it would increase slave-state strength. For this same reason, the North opposed it. In 1845, Texas was annexed. When the Civil War came, Sam Houston lost his Governorship because he opposed Secession. Texas prospered during the War and came out almost unmarked. The last battle of the War took place there in May 1863. At Palmetto Ranch a detachment of Confederates, unaware that the War had ended at Appomattox more than a month before, attacked and defeated Federal troops. The post-War military governor of Texas was General Phil Sheridan who hated Texas. "If I owned Texas and hell," Sheridan said, "I would rent out Texas and live in hell."

The War was followed by years of expansion and lawless violence. The worst bad men of the country found haven in Texas. Cattlemen and their cowboys indulged in private wars. Ranchers whose cattle made great drives across the State fought against farmers whose barbed-wire fences were already obstructing the trails. But railroads came in, cattle drives went out. Texas became the most important cotton state. Then in 1901, a new era began for Texas. The Spindletop gusher came in and the first of the great Texas oil fields was tapped.



SAM HOUSTON



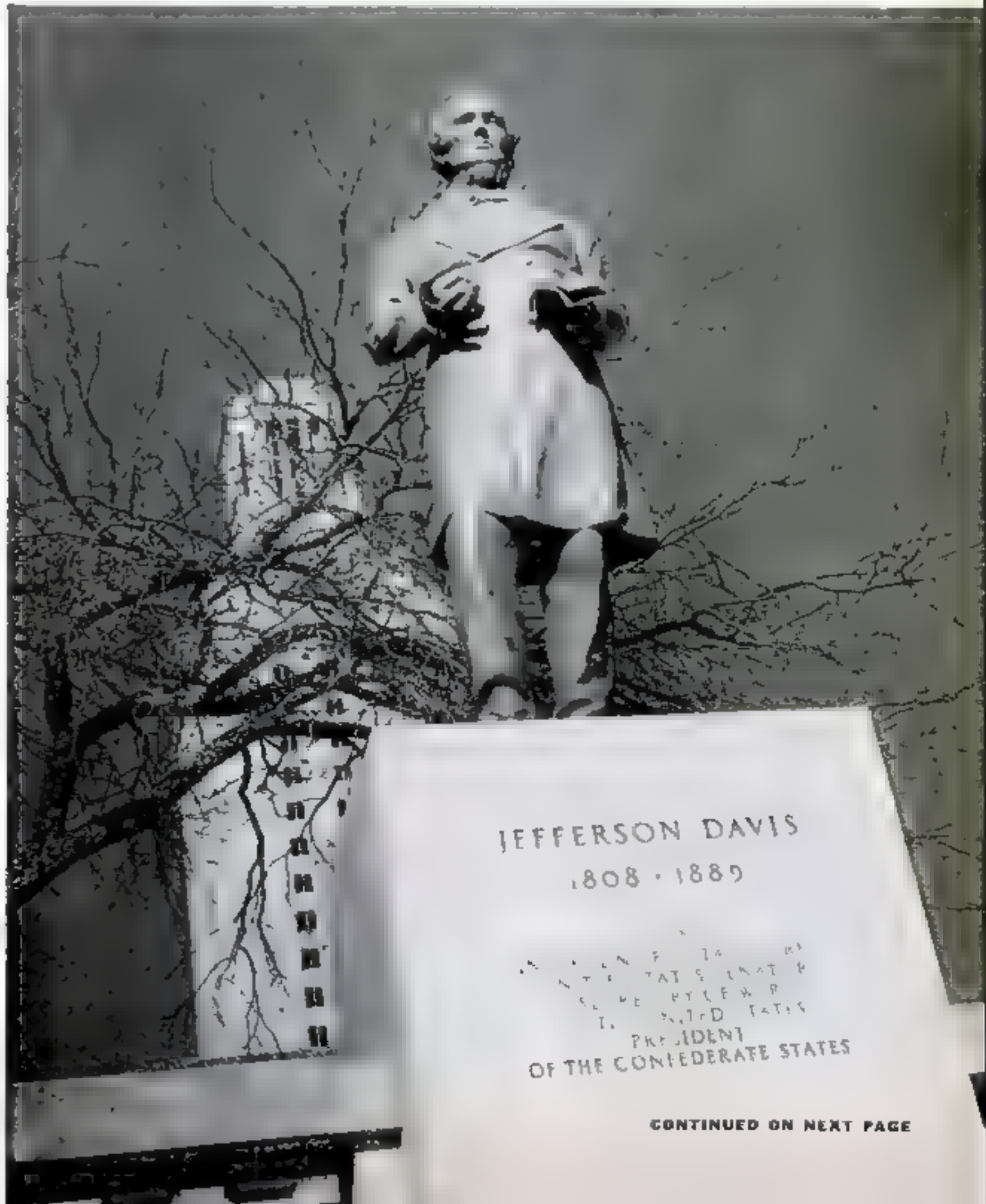
The cattle drives were a romantic part of Texas' past. Longhorns stretched for miles and months across the plains as cowboys drove them north to feeding grounds and railroads.



West of the Pecos River, after the Civil War, the law was administered with a gun by a self-appointed Judge named Roy Bean. This old photograph shows him seated on a beer keg, trying a horse thief. Once, while holding an inquest, he found \$40 and a pistol on a murdered man. He fined the corpse \$40 for carrying concealed weapon and kept the \$40.



The French Embassy in Austin, is a relic of the days of Texas independence. The U. S., Great Britain, France and Belgium recognized the new republic and France built an embassy. Below: statue of Jefferson Davis on the University of Texas campus. Texas has lived under six flags: Spain, France, Mexico, Texas ("The Lone Star"), U. S., the Confederacy.



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The great plateau of West Texas is striped with highways which lengthen out for miles straight into the horizon. Across the plateau sweeps a persistent wind which peppers faces with hard sand. Sometimes the wind whips the sand up into big black dust storms (*above*).



On the east coast, parts of Texas look like the bayou country of Louisiana. Spanish moss droopes from the tangled branches of live oak. In the "Big Thicket," one of the wildest remaining parts of the whole U. S., hunters find abundant bear, deer and game birds.



The Bad Lands are in the Big Bend country down the Rio Grande from El Paso. Bare, eroded and stone dry, they deserve their name. Nothing but cactus and brush grows there. Few people live there. You can go along a road a hundred miles without seeing a single tree.

TEXAS IS

Cities of Texas rise in massed walls of stone and glass right out of the plains. Lake Dallas, which leaps without warning from flat farmland (*below*), these cities are a symbol of empire. The empire itself is the Texas land which stretches endlessly over plateau and prairie, plunges through bayou jungle, bumps over badlands, sweeps across desert, climbs up rocky gorges into mountains. On the land cotton grows and cattle graze. Underneath lie oceans of oil.

Texas does not need skyscrapers. With so much land around, high buildings are wasteful. But Texans are proud of their empire. Skyscrapers make a great show and Texans are great show-offs.

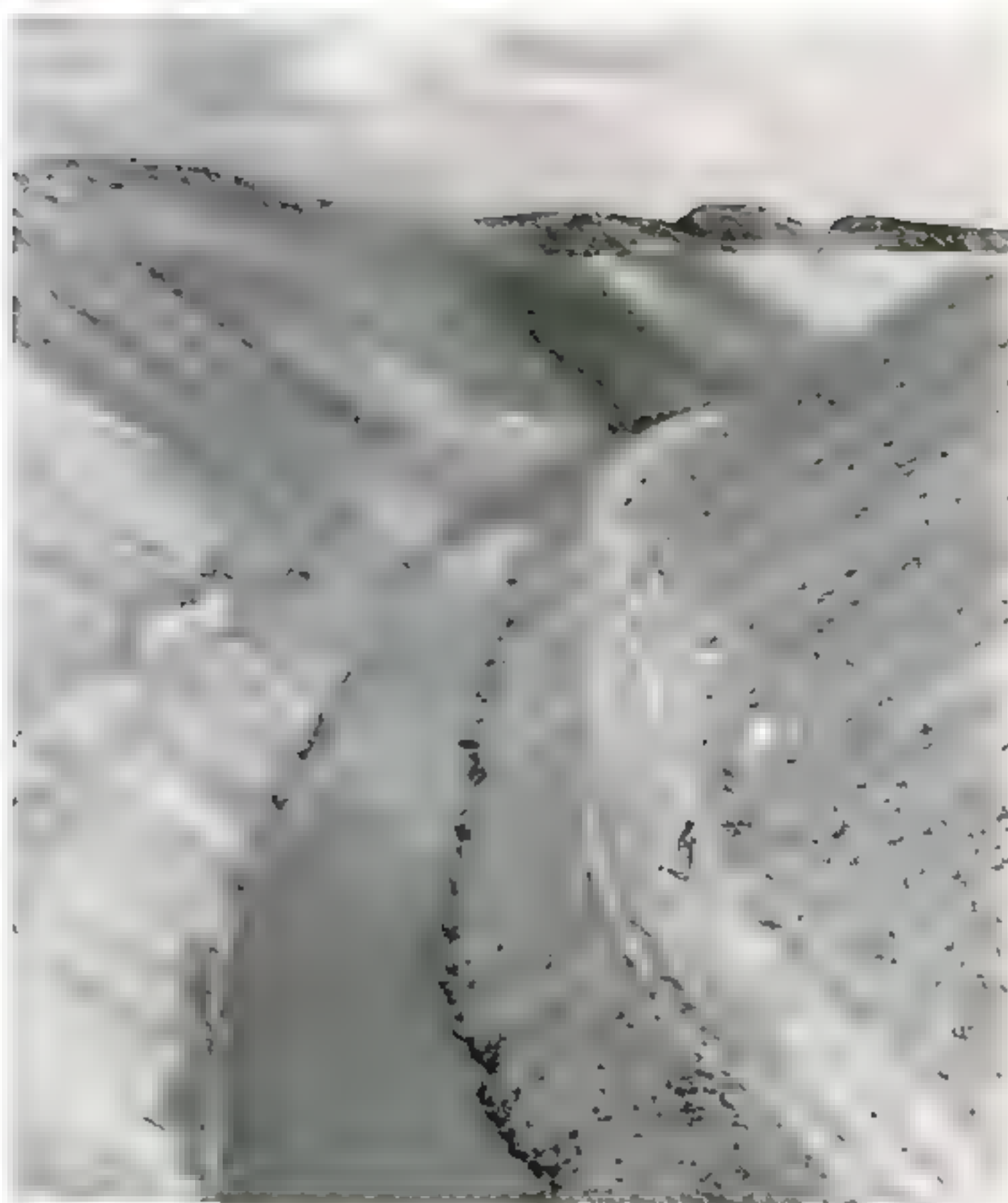
Like any empire, the boundaries of Texas encompass half a dozen different kinds of country. Texas is more like more parts of the U. S. than any other State. Sprawling over the map, it blankets four great American cultures from the Old South near the Gulf to the Far West at El



AN EMPIRE

Paso, from the Mexican on the Rio Grande to the Middle West in the Panhandle. Texans talk with the soft syllables of the South, the hard "r"s of the Middle West, the twang of the Far West. Texas has not hardened into any one culture. It is too busy growing. But when its culture is at last determined, it may well dominate whole great sections of the U. S.

Texas is serious about its culture. It is building up its public-school system, which has a greater permanent endowment than that of any other State. This results from the sale of public lands, much of which yields oil. There are some 25 colleges and universities in the State, half a dozen of which rank high both for their enrollment and for their football teams. Some idea of the space that Texas spans was given three years ago when one Texas football team represented the East in the annual Rose Bowl game while another Texas team represented the North in Sugar Bowl game at New Orleans.



In southwest Texas along the Rio Grande, where the land is dry and bare, huge irrigation canals have been dug through deserts. Some of the canals are wider than the river. Along the lower Rio Grande, irrigation has made the sparse land bloom like Southern California.



The Rio Grande flows for much of its length through a wide muddy bed. But in the Big Bend it cuts through a rock fault to form Santa Helena Canyon, which splits the high rock plateau between U. S. (right side) and Mexico. Part of region is a scenic State park.

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TEXAS IS BOOMING

For the past two or three years, Texas has been whooping along almost in the mood of the 1920's, behaving as if the depression of the 1930's had been only a little valley in its economic cycle. The reason for the boom is clear. Texas has just about everything, as is shown on pages 66-67.

The greatest single factor in the Texas boom is oil. The State produces almost two-fifths of the country's petroleum and has more than half of the country's 17,400,000,000-barrel reserve in its oil fields. When prices of cotton and beef fell, farmers and ranchers simply leased some of their land to oil companies. They realized about \$100,000,000 in leases and royalties last year. Oil also provides Texas with its No. 1 industry, refining, which kept refineries and ships and oil ports busy no matter what happened to prices.

The total value of Texas manufactures is \$1,500,000,000, eleventh in the nation. From 1933 through 1937, the value jumped 49% while that of the country's jumped 35%. In 1938, the nation's factory employment dropped 20%, that of Texas only 8%. All this leads some people to assume that the boom is based on industry. This is not so. Texas is still an agriculture and oil State, not an industrial one. Though factories have moved in to be near raw materials, Texas still lags behind the States of the Old South in textile and paper mills.

The industrialization of the Old South is a desperately needed shot-in-the-arm for the declining economy of "The Nation's No. 1 Economic Problem." But for rich, self-sufficient Texas, industry is simply jam on its already well-buttered bread. Its industrial importance still lies in the future. It has good highways, good sea portage. This last should be remembered as the U. S. turns more and more away from Europe toward Latin and South America for its foreign trade. Texas is near Latin America.

Biggest boom spot in Texas is Houston, which jumped its refinery capacity 38% last year and showed a greater increase in building than any U. S. city. In Dallas, the boom is felt in its book stores, its fine women's clothing store, Neiman-Marcus. The cultural results of the boom are visible in the State's 13 symphony orchestras, its eight art museums. This spring, the Metropolitan Opera, which once went to Atlanta, is trekking to Dallas for a three-day engagement.

To Texans, the boom is not new. It is a part of the State's steady and staggering growth. California has grown more rapidly than Texas but the boom has left that State well-developed, with vast suburban areas and unnumerable small cities along highways. Texas has grown without ceasing to be, for much of its area, a wilderness.



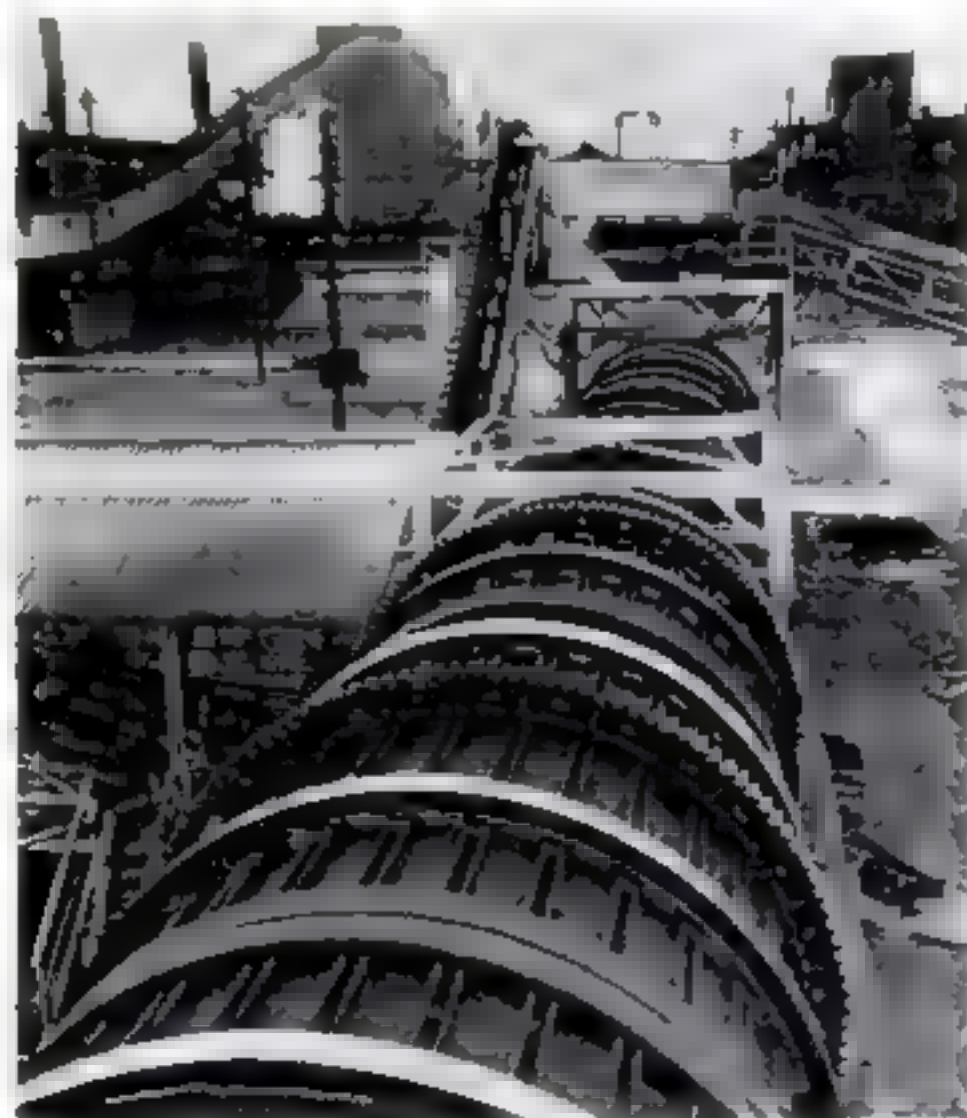
Houston's building boom jumped construction 35% in 1938. The city spent \$25,000,000 on construction, was fifth in building in the U. S. An average of 77 families moved into town daily.



Fine clothes like this \$325 number are bought at Dallas' smart Neiman-Marcus.



Third largest U. S. book store is Cokesbury's in Dallas. Its steady profits support aged Methodist preachers.



Pulp mills use the loblolly pine. Champion mill near Houston is 2 years old. A \$6,500,000 newsprint mill is a-building.



Textile mills spring up around Texas, center of cotton industry.



bringing the population up to 400,000. This hole is for a six-story Continental Oil & Gas building. Gardens behind are a 19-story addition to the Chamber of Commerce building.



Home building made up a sizable part of the \$78,000,000 spent on 1938 Texas building. This is a \$100,000 mansion going up near Houston for Clamie Hamill, drilling contractor.



Actual photograph of "Blackie" and "Whitey"

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our way?*

● Come along. You'll be well rewarded! You'll find Black & White an interesting companion. For it has Character—an individuality that will intrigue you. You'll taste it in the magnificent flavor. And you'll sense it in the delectable bouquet. It's a Character you can depend upon—for it hasn't been changed since the famous blend was created generations ago. Come along and you'll always remember Black & White with pleasure.



**EIGHT
YEARS OLD**

"BLACK & WHITE"

BLENDED SCOTCH WHISKY • 86.8 PROOF

The Scotch with Character

WHEN **HEADACHE** COMES,
I THINK OF MY **NERVES**
—TAKE BROMO-SELTZER

says
TED HUSING

VOTED MOST POPULAR radio sports announcer in a nation-wide poll 8 years in a row, Ted Husing's job is colorful, thrilling, tense. Believe you me, he says, "I can't let a headache slow me down, make me jumpy when I'm broadcasting. So I take Bromo-Seltzer, and have for years. It relieves the headache fast, calms my nerves. Leaves me keener, ready to go."

TENSE MOMENTS

CREW

Columbia-Navy racing on the Hudson, and Husing on the spot with a second-by-second account. "When headache has me on the spot," he says, "I race for Bromo-Seltzer."

FOOTBALL

Fans cheering—millions listening as football heroes dash for a touchdown. Husing sees it all, tells it fast! "Bromo-Seltzer scores when it comes to easing an aching head, calming nerves," he says.

GOLF

Down the fairway goes the ingenious Husing on a motorized lawn mower! He says, "Bromo-Seltzer leaves me steadier, more alert."

HEADACHE strains your NERVES

When your head aches and throbs, your nervous system gets upset. That's why headache is best treated with a remedy made to do at least 2 things . . . ease pain fast and steady your nerves. Bromo-Seltzer does both. Tests by a group of doctors have proved this!

Take Bromo-Seltzer!* It's pleasant—fast—and it does more for you than many remedies do! Get it at drugstores, soda fountains. Keep it handy at home, too!

*For frequently recurring or persistent headaches, see your doctor. For the ordinary headache, take Bromo-Seltzer.

MILLIONS
TAKE—

BROMO-SELTZER

I RELIEVE
HEADACHE
AND CALM
YOUR NERVES!



PEOPLE



King Peter of Yugoslavia is 15 years old and must soon ascend the throne of his jittery precarious kingdom. His job now is to master French, German, Russian, economics, history. He already speaks Serbo-Croatian, Slovenian, English. Spare time is devoted to Boy Scout activities. Above, he builds a fire without paper.

Little Storms, 67, who claims she can produce rain by sitting near some body of water, was hustled to Florida, March 24, by drought-worried citrus growers. She settled herself by Lake Reedy. Three days later it began raining for first time since January. Meteorologists dismissed the fall as an "ordinary spring disturbance."





Col. Vladimír Hurban, Czech Minister to U. S., who on March 16 held his legation in the face of Nazi demands, last week exhibited a bust of Thomas Masaryk that had been removed from view by orders from Prague after Munich. With Eduard Beneš and Jan Masaryk, he is working now to resurrect his extinguished country.

Ambassador Fernando de los Ríos of Loyalist Spain called on President Roosevelt, March 28, day Madrid fell to Franco. On March 31 he sadly exited the Embassy to Columbian envoys who will handle Spain's affairs pending U. S. recognition of new regime. Dr. de los Ríos, onetime professor, will resume teaching in New York.



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"There is nothing better in the market."

BROWN-FORMAN

OLD FORESTER
KENTUCKY STRAIGHT
BOURBON WHISKY

This is the original fine and elegant Kentucky Whisky. There is nothing better in the market.

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THIS WHISKY IS FOUR YEARS OLD

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America's "Guest Whisky" Since 1870

BY BROWN-FORMAN

★ Why not enjoy this supreme Kentucky excellence that has been recognized everywhere for almost seven decades as among the finest? Nothing better at any price.

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"BY BROWN-FORMAN"—NO FINER NAME IN WHISKY

EARLY TIMES

*The Whisky That Made
Kentucky Whiskies Famous*

A name that is famed through the years. Traditionally great—at a low price. A Kentucky Straight Bourbon Whisky—90 Proof.

OLD TUCKER

BRAND

4 Fine Whiskies in One

Selected for particular qualities to meet the taste of those who prefer fine blends. A blend of Straight Whiskies—90 Proof.



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AT LOUISVILLE, IN KENTUCKY—SINCE 1870



"To think I gave Harold that Arrow Tie!"

• What makes Arrow Ties so handsome? Well, our Style Scouts ferret out prize patterns...which we make up for you in the finest fabrics, and tailor to knot perfectly and resist wrinkles. Get some at your Arrow dealer's now. They're swell values at \$1.00 and \$1.50

ARROW TIES

As Outstanding as Arrow Shirts

PEOPLE (continued)

Page 76



Josephine Baker, Negro star of the Folies Bergère, left Paris, March 14, for South America. Seeing her off were her secretary (left) and her white husband, Jean Lion, wealthy French merchant, aviator, sportsman. The daughter of a St. Louis laundress, Miss Baker first captivated Paris in the 1920's, is now a French citizen.

A quadruplets' reunion took place, March 26, in Galveston, Tex., a city which became quadruplet-conscious two months ago when four girls arrived simultaneously on the budget of Mr. and Mrs. W. E. Budgett. Shown here at a breakfast party are the Keys girls, 23, of Hollis, Okla.; the Perricone boys, 9, of Beaumont, Tex.



Joseph Kennedy Jr., 23, eldest son of America's Ambassador to Britain, watched France's occupation of Madrid, March 28. Below, right, he sits with a friend in front of the American Embassy, closed since Nov. 26. Young Joe announced he would describe the situation to his father. "Till then," said he, "I'm just dumb."



"I like my Shelvador because:

The Shelvador features so convenient that I'd like it even if it weren't so beautiful" — MRS. IRVING SPERLING, BUFFALO, N. Y.

LOOK

NO OTHER REFRIGERATOR HAS THIS ADVANTAGE

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**Be healthy...
vital... charming!**

Horlick's may be just the thing

DON'T surrender to the notion that you can't have the animation and energy of men and women you admire! Very likely, yours is not a health problem but a nutrition problem—and that suggests that you start now on a regular course of drinking delicious Horlick's Malted Milk—plain or chocolate flavor.

Delicious Energizing Drink

Watch the improvement as your run-down system assimilates nourishment from full-cream milk, nutrients extracted from wheat and malted barley, the minerals, proteins and natural vitamins that are contained in Horlick's Malted Milk. It's easy to prepare this delicious, refreshing drink in your home. Ask for Horlick's at the fountain, too.

Eat Horlick's Tablets

A convenient way to take Horlick's between meals is in compact tablets, candy-like delicacies, that can be carried in pocket or handbag. For a sample tin of Horlick's Malted Milk Tablets, send a 3-cent stamp to "Dept. L-4, Horlick's Malted Milk Corp., Racine, Wis."

HORLICK'S
the Original Malted Milk

HAND WOVEN

by the Spanish people of New Mexico



If you want real distinction in your ties here it is for only \$1. Ever since the Spaniards have been raising sheep and weaving wool. And our colorful landscape makes them use different colors. The result in their hand woven ties is unique. They are in terms of color. A wool tie is (marvelous with tweed), made up in the old time way. It is the best choice you can make. Never sold in stores, but by post only where in U.S. or Canada.

WRITE for my *Rancho Fabrics* at 700 S. Washington. Fabric sample. No charge. Your name is constant. Who's who you are. Write now.

Webb Young, Trader, 115K Santa Plaza, Santa Fe, New Mexico

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SINGLE & DOUBLE EDGE
Double Edge Blades are finest thin Chrome Steel—Single Edge of heavy Surgical Steel—electro-thermally hardened and tempered, precision ground and oil honed—and X-Ray inspected to assure smooth, keen edges that give a cool, clean shave. Single Edge Blades 4 for 10c.

Guaranteed to Satisfy. Try one Today!

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5 for 10c
DOUBLE EDGE BLADES



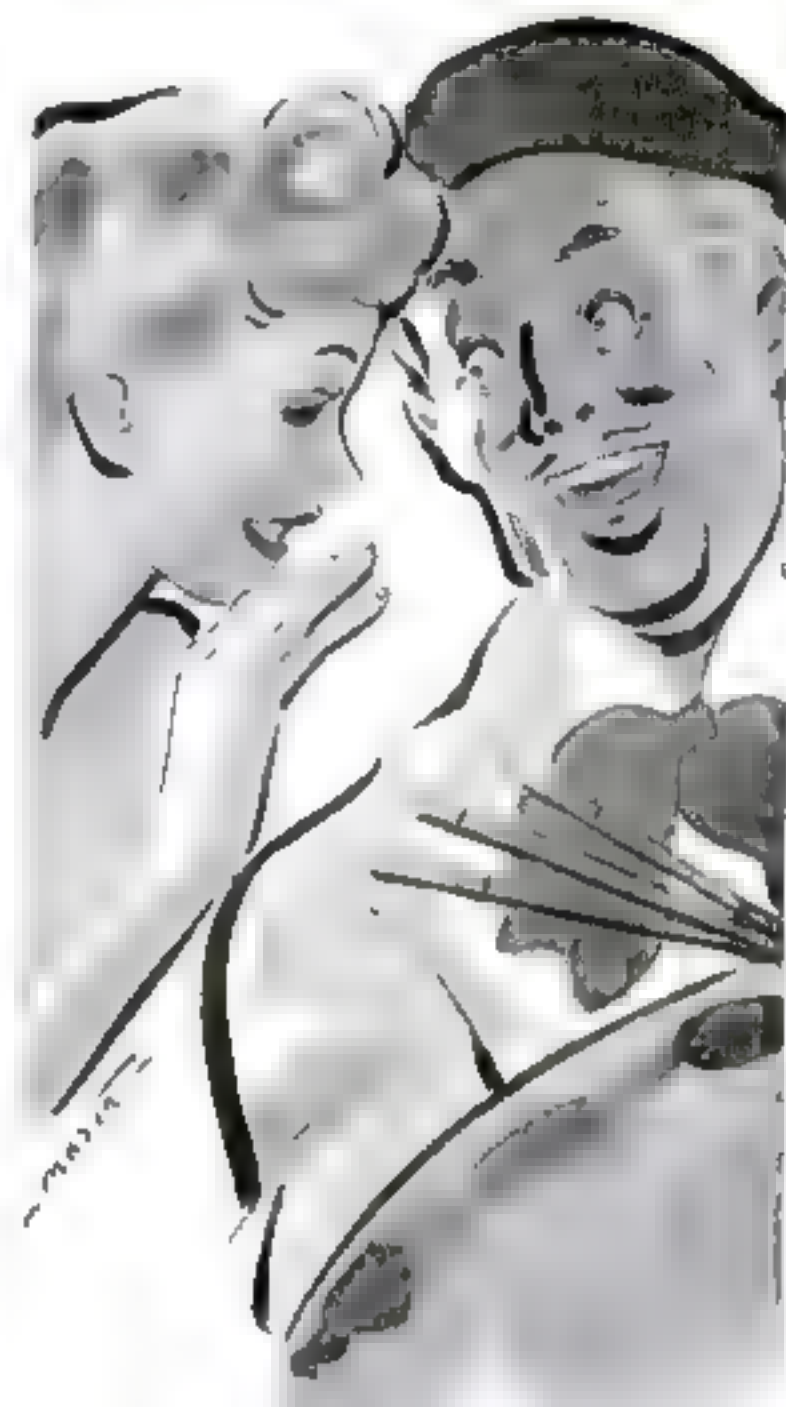
Attorney General Frank Murphy went riding in Washington's parklands, March 24, with Anne Parker, daughter of Major General Frank Parker, former Commanding General of the Philippines. Gossip columnists promptly burbled "Romance." Actually the friendship is six years old. Miss Parker is Mr. Murphy's secretary.

Fred Astaire, who has danced for millions with his sister Adele and with Ginger Rogers, danced with his wife at a Hollywood night club, March 25, after attending a motion-picture preview. Mrs. Astaire was formerly Mrs. Phyllis Livingston Potter, New York socialite. She married Astaire in 1933, has a three-year-old son.



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**A
4th Car
will soon join the
"Big 3"**

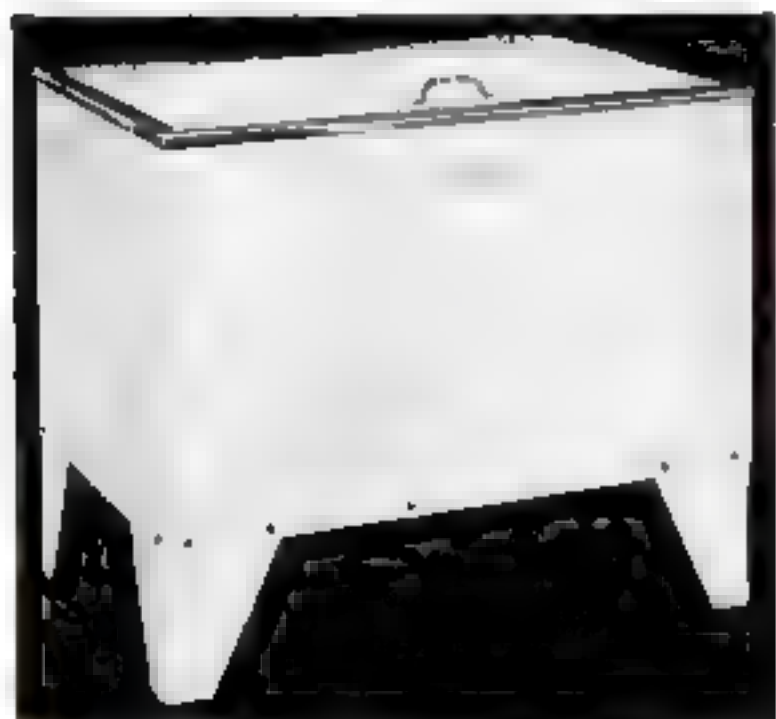


**On April 20th
STUDEBAKER
will present
a new car in the
price field of
Chevrolet, Ford
and Plymouth!**

ICE GOES TO A PARTY



Here's a cold fact and a hot tip! Smooth parties run on lots of ice—fun fizzles when warm, sticky drinks make their bow and a harassed hostess confesses she's "down to the last cube." That's something that *doesn't happen* in a home where there's one of the handy new Ice Chests.



These helpful adjuncts to successful entertaining cost little and hold a lot. Plenty of space for those cumbersome bottled beverages... plenty of room for flocks of taste-free, hard-frozen ice cubes and cracked ice for garnishes. And when it comes to heavy week-end food purchases that crowd the refrigerator, just page these new Ice Chests.

Prices range from \$8.50 to \$31.00 f.o.b. factory. Call your local Ice Company or write National Association of Ice Industries, 228 N. La Salle Street, Chicago, for free illustrated folder. In Canada, 137 Wellington Street W., Toronto.

Ice is one of the finest products that enters your home. It contains no chemicals and is even purer than the water you drink.

Be sure to visit the Ice Industries' Exhibits at the New York and San Francisco World's Fairs



Sistie and Buzzie Duff, the President's grandchildren, met Mrs. Roosevelt when she arrived in Seattle, March 26, to visit her daughter. Sistie had her 12th birthday the day before. Buzzie is 8. Four days later they had a new half brother. A 9-lb. boy, the President's ninth grandchild, fifth grandson, had been born to Mrs. Boettiger.



Mr. and Mrs. Edmund Marcus David Remilly announced, March 30, they would settle permanently in the U. S. She is the anti-Nazi daughter of pro-Nazi Lord Redesdale, sister of swastika-loving Unity and Diana Freeman-Mitford. He is Winston Churchill's nephew, fought for Loyalist Spain. "America," they chortled, "is Paradise."

William S. Knudsen of General Motors was dined by 100 motor bigwigs on his 60th birthday, March 25. Biggest bigwig was Henry Ford, with whom he had a private chat (below). In a post-prandial speech Mr. Knudsen denied he was a self-made man. "Whatever I have done," said he, "has been due to the men who helped me."



WEBSTER GOES TO THE FANCY DRESS BALL

Gifted with a fragrance that is truly delightful and MILD—Websters have restored cigars to their rightful position as an accessory to good living and social gaiety.

The rich mellowness of choicest long Havana filler and the velvety smoothness of selected wrapper leaf are accentuated by custom craftsmanship. Webster's delicate bouquet is as pleasing to feminine senses as Webster's flavor is satisfying to the masculine taste.

WEBSTER

CUSTOM MADE CIGARS

GOLDEN
WEDDING 10¢

Perfecto Chico10c
Queens2 for 25c
Fancy Tales15c

First in the Social Register

SOON!

ERROL

FLYNN!

**'DODGE
CITY'**

OLGA

DE HAVILLAND

ANN

SHERIDAN

ALAN HALE • FRANK McHUGH • BRUCE CABOT • HENRY TRAVERS
JOHN LITEL • VICTOR JORY • WILLIAM LUNDIGAN

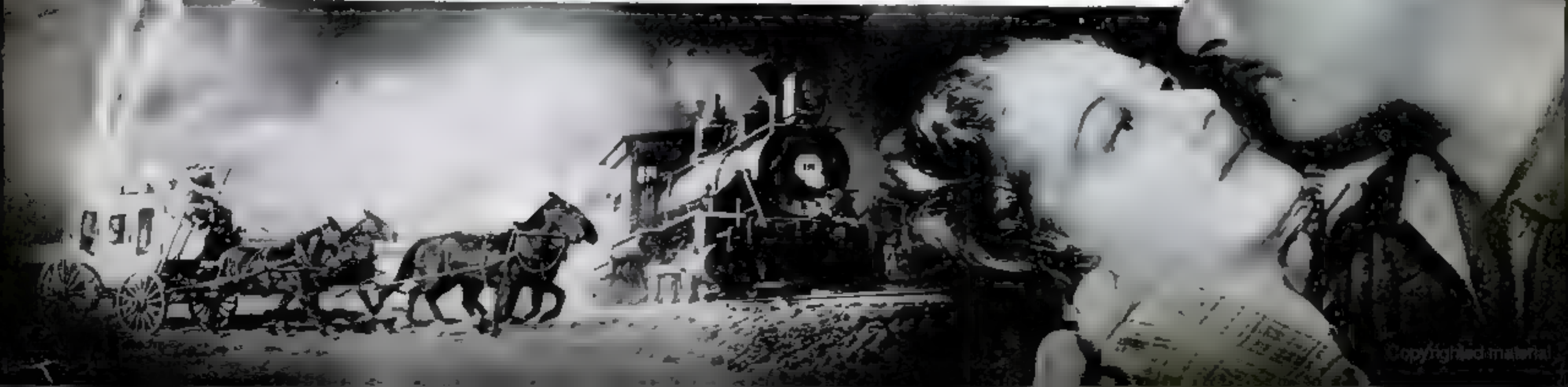
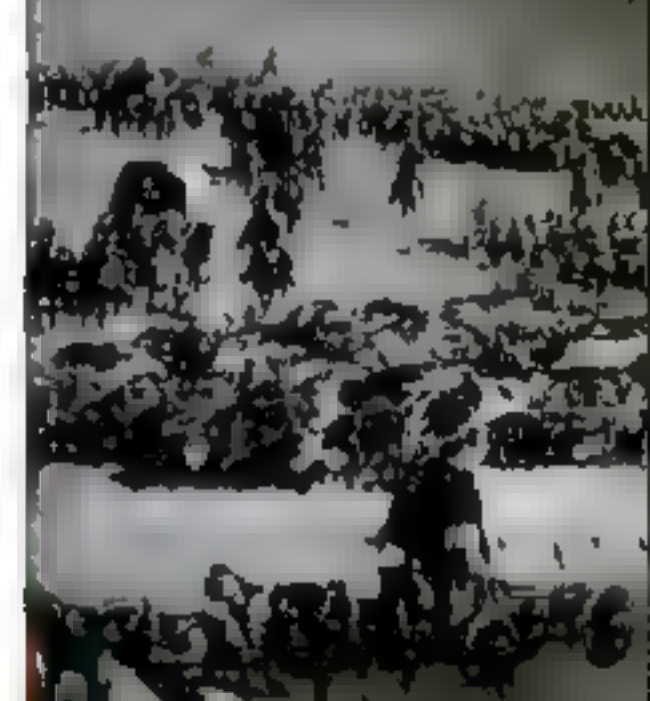
TECHNICOLOR!

TERRIFIC!!!

WARNERS!

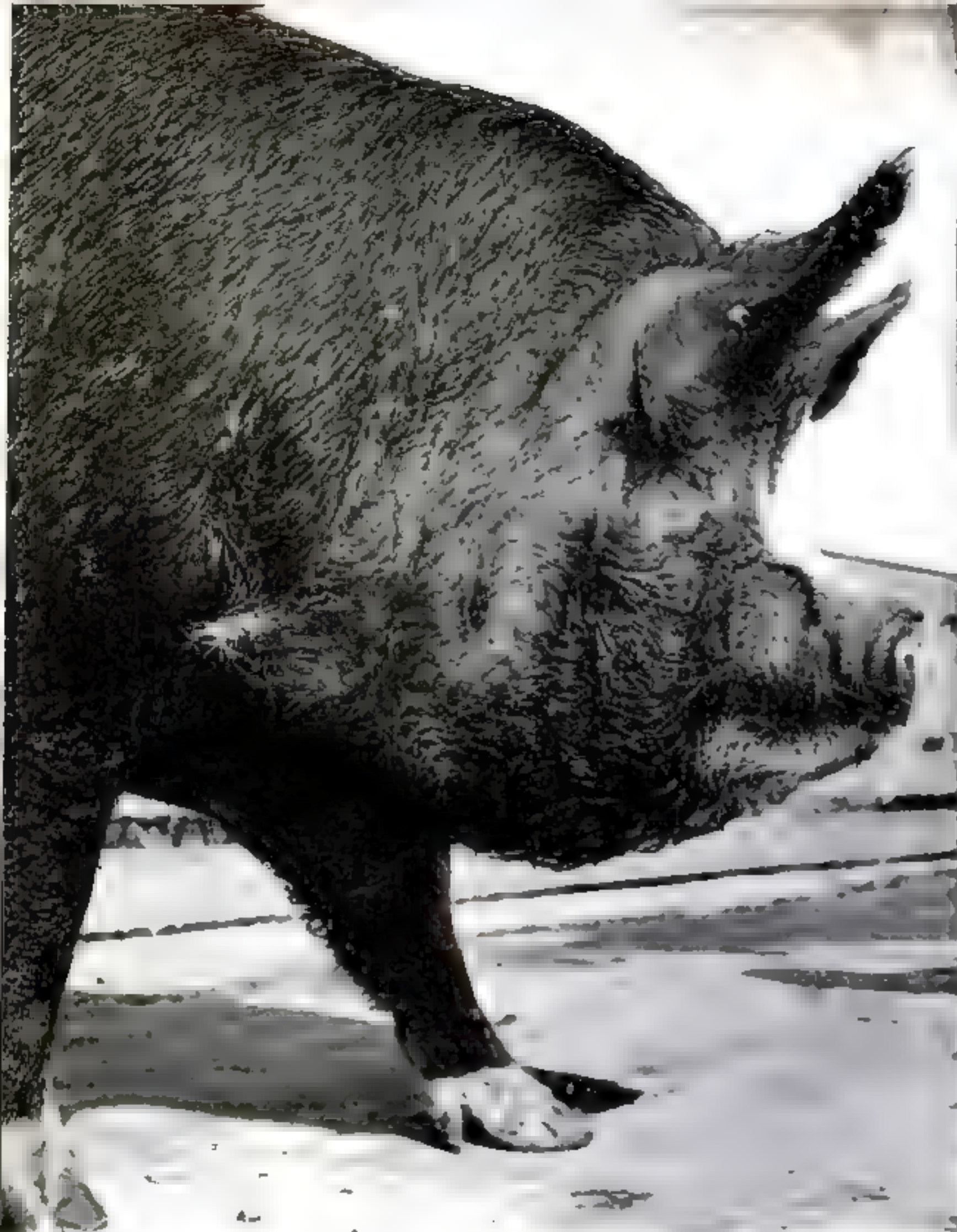
Directed by **MICHAEL (Robin Hood) CURTIZ**

Original Screen Play by Robert Buckner • • • Music by Max Steiner



Life Goes to a

At Pomeroy Farms at Barrington, Ill., some



ESQUIRE III IS POMEROY FARMS' CHAMPION 2-YEAR-OLD BOAR

Pigs are the world's most universal farm animals. For the last three decades the U. S. has consistently consumed more pork than beef, veal, lamb and mutton put together—usually about 10,000,000,000 lb., or 50,000,000 head a year. Four out of five of the 6,750,000 U. S. farms raise pigs. Pigs have lifted many mortgages. Highly profitable, pig raising is also easy, harmless and amusing.

Pomeroy Farms Inc., at Barrington, Ill., is owned by H. T. Roberts, a Chicago musical-instrument manufacturer who raises Berkshire pigs for entertainment as well as profit. Berkshires are the oldest breed of pig in the U. S. Berkshires were imported from England first in 1823. Thereafter they played an important part in the development of American breeds—Chester White, Duroc, Poland China and spotted Poland China—until the American Berkshire Association was organ-



OWNER ROBERTS & HIS PIG PRIZES



POMEROY FARMS AT BARRINGTON, ILL.



Suckling pigs are excessively fastidious. Each immediately selects one of its mother's teats, sticks to that one there-

after. Small pigs are the most independent domestic animals on earth. They can run, eat, grunt and take care

of themselves from the minute they are born. A few days later, they begin to fight and play among themselves.

Famous Piggery

f the world's best Berkshires are raised

ized in 1875 to keep Berkshire bloodlines clean. The A. B. A. now has the oldest swine records in the world. Most Berkshire pigs have far longer and better pedigrees than their owners. Among U. S. Berkshire breeders, Pomeroy Farms Inc. stands among the top. At the National Berkshire Congress Sale of bred sows last month, its Pomeroy Ebony Lady was best of all bred sows. Its champion boar, Esquire III, was unbeaten at State fairs all last year.

An average pure-bred Berkshire sow is worth \$122 in 1939. While most pigs are raised for pork, the Pomeroy Farms sells its product only for breeding purposes. Their sows are allowed only one litter a year instead of the usual two. As their dignified faces suggest, pigs are highly intelligent animals. They are self-reliant, hardy and friendly. Dirt is not an essential part of their personality.



PENS ARE SPACIOUS, CLEAN AND SHADY



MRS. ROBERTS HOLDS PIG LINE PUP



ELEANOR IS POMEROY FARMS' CHAMPION 2-YEAR-OLD SOW



One-hour-old pig is disconcerted but not discouraged when hind legs suddenly collapse. Pigs have dignified

faces which resemble those of Senators or captains of industry. Champions always have fancy names.



One-week-old pig weighs 8 lb. He gains about a pound a day, is weaned at eight weeks and is generally sold when he is 6 months old.

Published in the interests of SAFE MOTORING by the makers of Raybestos, the world's largest-selling brake lining; choice of car manufacturers and owners since 1905.



For 34 Years THE SIGN OF SAFE MOTORING

BACK IN 1905, when automobiles zipped along at 15 miles an hour, RAYBESTOS Brake Lining was already stopping cars safely.

Today, higher speeds and increased power give your brakes a much harder job to perform; yet they will stop you smoothly and quickly at the touch of your foot, when lined with RAYBESTOS.

If your brakes grab, squeak, or pull to one side, you are inviting danger

in modern, high-speed traffic. A RAYBESTOS reline will cure these symptoms of poor brakes and will give your car 1939 brake performance.

Most cars come factory equipped with Raybestos-Manhattan brake linings. These same improved materials are supplied in Proving Ground Tested Sets for replacement on your car at the RAYBESTOS BRAKE SERVICE STATION in your neighborhood.

THE RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., BRIDGEPORT, CONN.



MENDS MOST ANYTHING



10¢ at hardware, drug and 100 stores; also in cans from 1/4-pint to 1 gallon
FREE Send post card for booklet, "Better Results with Glue," containing many useful hints about mending, model making and home workshop jobs. Address: McCormick Sales Co., 408 Light Street, Baltimore, Maryland.

HEAR the DRAMA in the NEWS!

The MARCH OF TIME

One of America's
Favorite Dramatic Programs

Prepared and Sponsored by the
Editors of TIME,
the Weekly Newsmagazine

On the Air Every Friday Night
9:30 E.S.T.
over a national N.B.C. hook-up

New You, Too, May Have Speedy

HEADACHE RELIEF!

WITH NO JITTERS
UNEASY AFTER EFFECT!

When a headache strikes, Snap Back With STANBACK! Also fast relief from neuralgic muscular aches and similar nervous pains. A trial should win you for LIFE! 10¢ & 25¢ at your drug store.

10¢
25¢

STANBACK
HEADACHE POWDERS

TRIAL OFFER: 25¢ Package! Mail this ad and 10¢ in cover packing and postage! STANBACK COMPANY, SALISBURY, NORTH CAROLINA

Life goes to a Piggery (continued)



Litter of pigs eats simultaneously. If one loses its teat, it starves. Average size of litter is eight. Sows frequently kill their young by accidentally stepping on them.



Fight between week-old pigs is seriously conducted. Pigs fight sideways in order to sink tusks in adversary. Small pigs also chase tails and play like puppies.



IT'S EASY AS PIE TO MEND WALLS WITH RUTLAND PATCHING PLASTER



Just mix with water...Rutland makes a perfect patch as lasting as the wall itself.



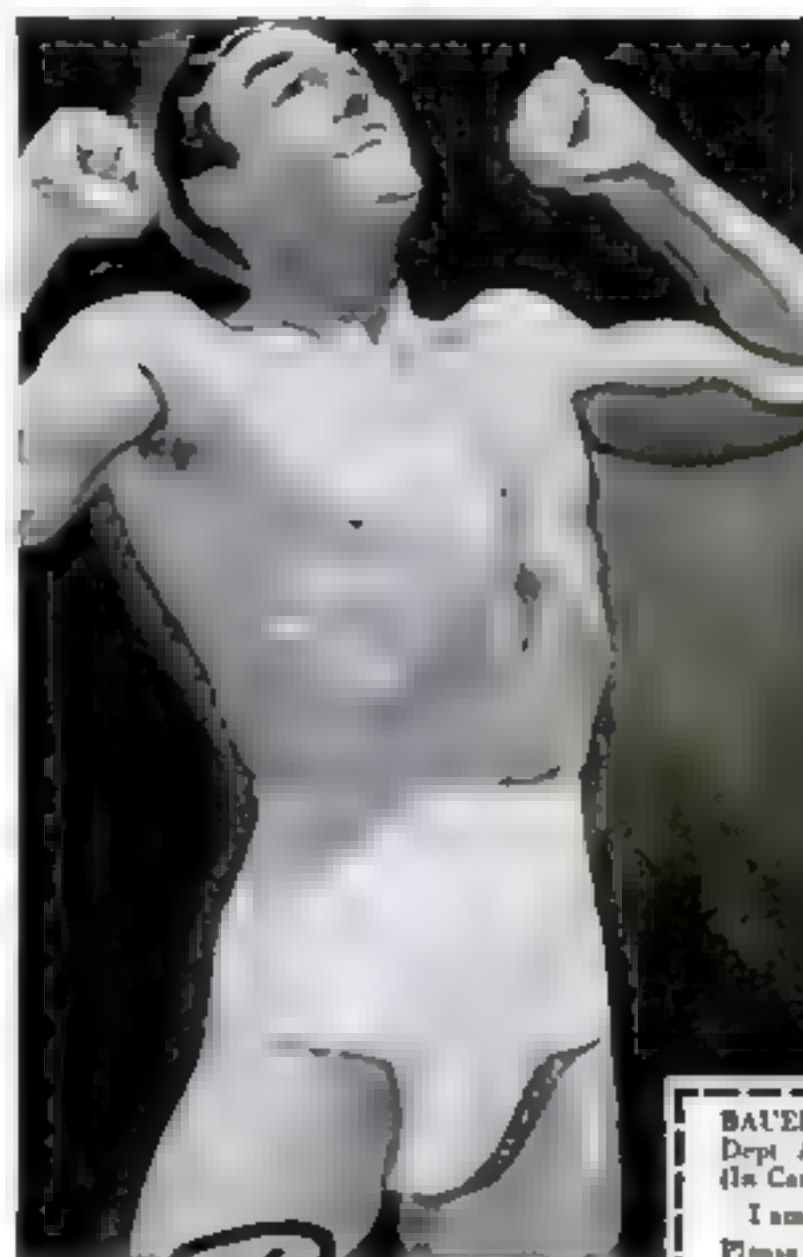
Pomeroy Farms Manager William Dorf holds a week-old future champion. Pig's patrician breeding can be observed in the jowls, broad forehead and retrousse snout.



From 3 lb. to 850 lb. is the prospective growth of the little Berkshire. Below, five new mothers feed at trough. Pomeroy's Berkshires sell from \$50 to \$1,000.



NEARING FORTY? DON'T LET "MID-SECTION SAG" MAKE YOU LOOK OLDER



STAY YOUNGER LOOKING
BRACE UP WITH
THE *Bracer*

IF YOU'RE starting to age before your time—if your stomach sags and an aching back steals your pep—then you're a victim of "Mid-Section Sag"! But don't let it bother you! It's easy to keep that youthful, athletic look—easy to regain your old-time energy and drive. Just brace up with The Bracer!

A Bauer & Black product, The Bracer brings you 4 exclusive features for comfort and convenience. No Rip—seams cannot loosen or pull out. No Roll—four removable ribs at top. No Bulge—knitted from two-way stretch "Lastex" yarn. No Bother—exclusive fly-front means convenient all-day wear. So brace up with The Bracer! At dept., drug and men's apparel stores.

BAUER & BLACK, Division of The Kendall Co.,
Dept. A-81, 2500 South Dearborn Street, Chicago, Ill.
(In Canada, Station K, Toronto.)

I am enclosing check or money order for _____
Please send me _____ Bracers
My waist measurement is _____
Name _____
Address _____
City _____ State _____
My dealer's name and address is _____

THE *Bracer*

If your dealer can't supply you simply fill out and mail the coupon with a check or money order. Price \$2.00 (Canada \$2.75)



A BRAVING OUT—1948

TODAY... COOL SALYNA CLOTH IS PAR FOR COMFORT

Sandtrapper is a hybrid—answers for shirt or windbreaker. Leave it to McGregor to be canny that way. Made in Salyne Cloth of fine spun rayon and cotton, it is absorbent. Snug knit bottom. Free swing action cut. Colors: linen, leather, blue, light green, deep green. All washable. The Salyne Sandtrapper jacket (\$5) Mauchling slacks (\$7). Short sleeve shirt (\$3.50), long sleeve shirt (\$4). At quality stores—or write David D. Daniger & Co., Fifth Ave., N.Y.C.

Salyne washes perfectly

McGREGOR
SPORTSWEAR



Look for the Salyne Label

OLD CROW

A TRULY GREAT NAME

*Among
America's Great Whiskies*



BOTTLED · IN · BOND



*No roster of great American
whiskies is complete without mention
of Old Crow, no experience of
fine whiskies complete without
tasting Old Crow.*

Your Guide to  Good Liquors

100 PROOF—Kentucky Straight Whiskey

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PICTURES TO THE EDITORS

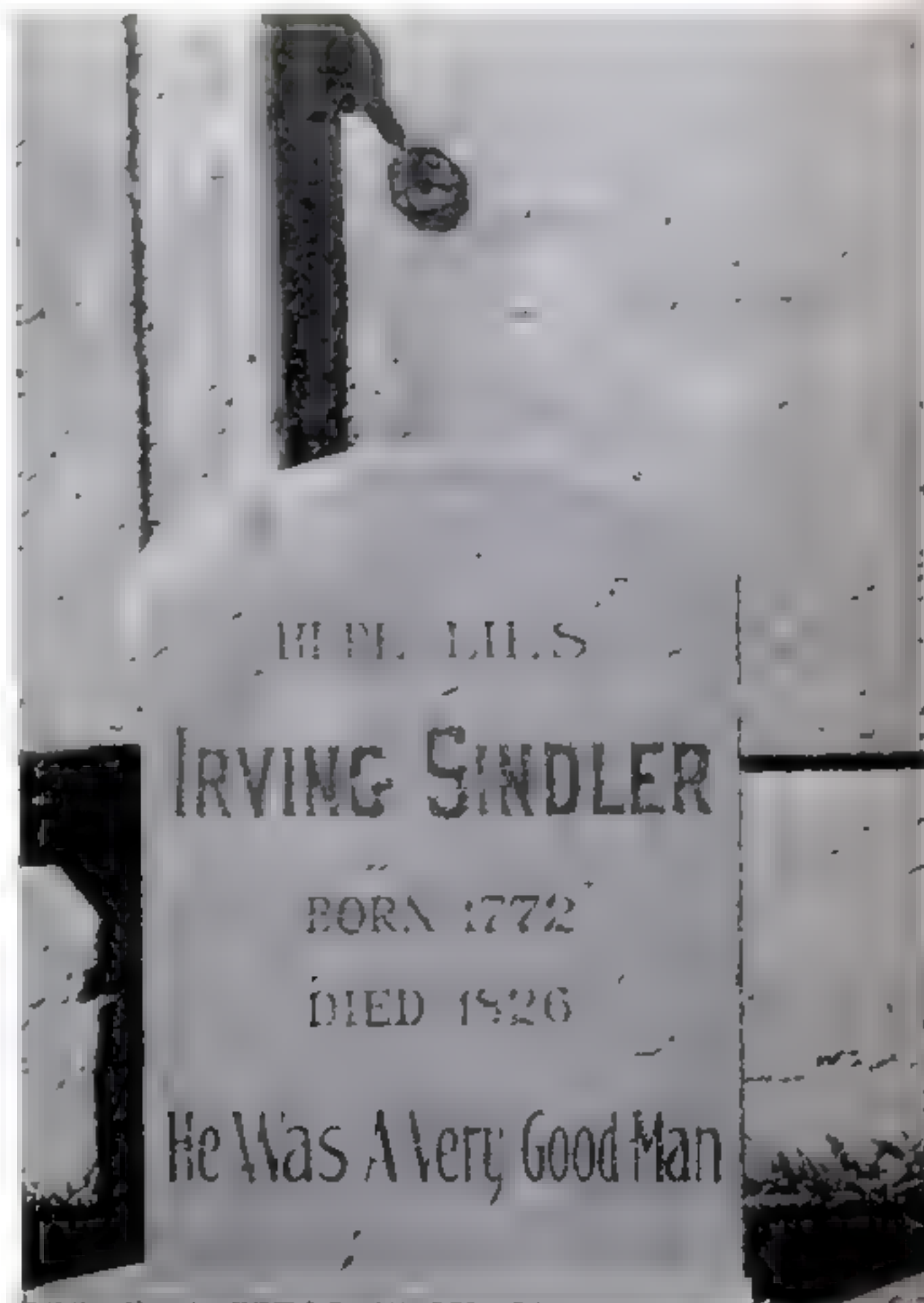
FAMOUS NAME

Sirs:

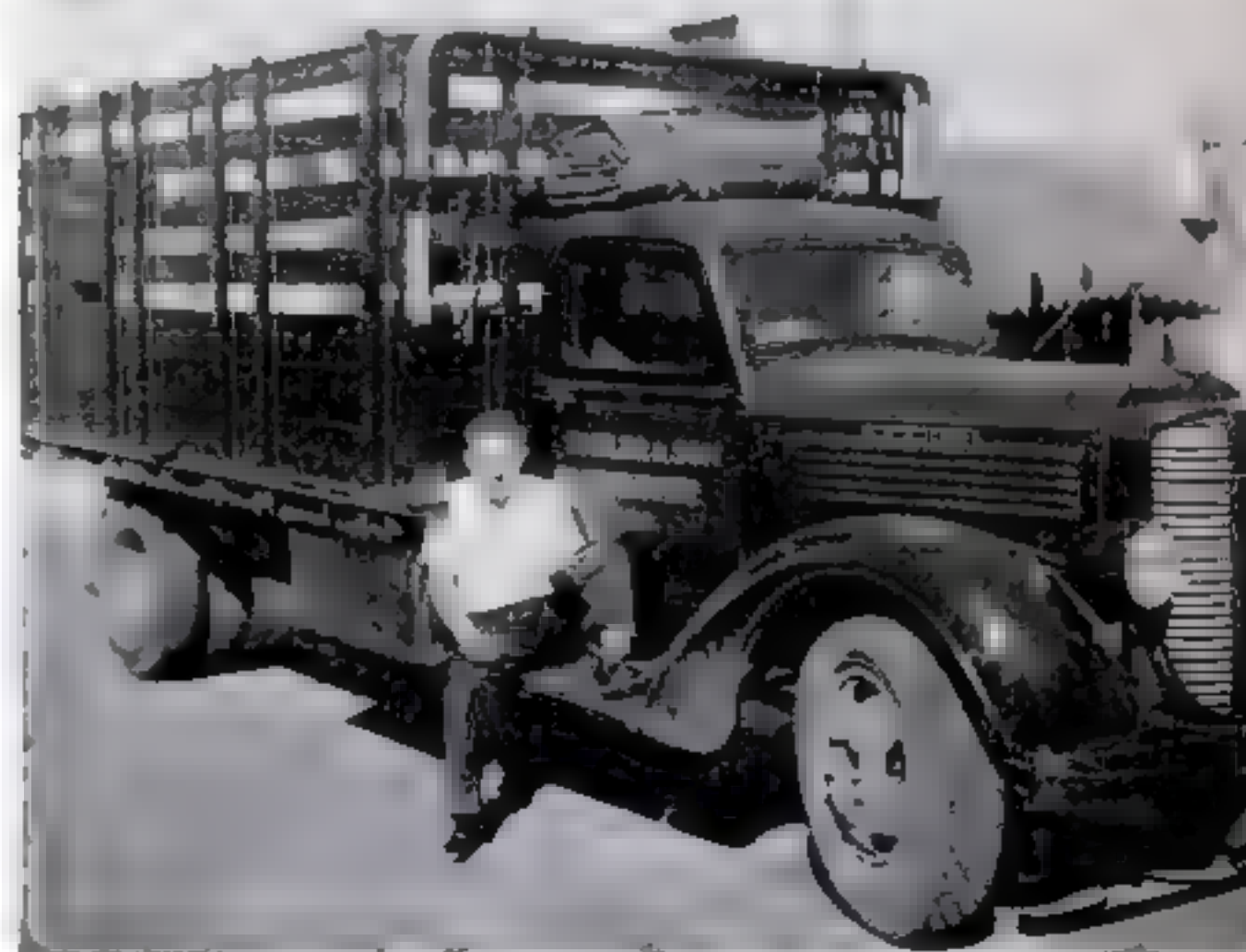
There is at least one man in Hollywood who is not jealous of the publicity enjoyed by the stars. His name is Irving Sindler and he is a property man at Samuel Goldwyn's studio. Years ago he determined to get his name in every picture he worked on. He began by painting it on a warehouse which appeared in *Little Annie Rooney* (1925). Since then the words

"Irving Sindler" have popped up regularly on store signs, bottle labels, factory fronts, trucks and handbills, in English and with various foreign twists. His laundryman translated it into Chinese for *Marco Polo*. His latest effort was the most trying. For *Wuthering Heights* (LIFE, April 3) he was reduced to painting his name on a tombstone.

ARTHUR GOODMAN
Hollywood, Calif.



SINDLER GOT HIS NAME AND EPITAPH ON TOMBSTONE IN "WUTHERING HEIGHTS"



IN "THE RESTLESS AGE" HE TOOK HIS SON INTO PARTNERSHIP



"IRVING SINDLER" IN CHINESE APPEARED ON A BANNER IN "MARCO POLO"



IN "HURRICANE" HE MADE HIS NAME FRENCH BY ADDING AN "E"



IRVING SINDLER AND SON POSE IN FRONT OF STORE IN "DEAD END"

THEY'VE JUMPED
FROM THE FUNNIES INTO THE MOVIES!

BLONDIE
and her folks... the BUMSTEADS!

WHAT A FAMILY!
America has fallen head over heels in love with them...

Here they are.
(Top) PENNY SINGLETON as BLONDIE, and ARTHUR LAKE as DAGWOOD. (Center) Wee LARRY SIMMS as BABY DUMPLING. (Below, left) DAISSY, the pup, as herself.

Perfect pictures, perfectly played, perfectly hilarious!
Based on the famous comic strip by CHIC YOUNG. Screen play by RICHARD FLOURNOY. Directed by FRANK R. STRAYER.

They're Columbia Pictures!

ASK YOUR THEATRE when the next BLONDIE picture is showing...and don't miss it!

① **Children** CAN HARDLY GO THROUGH A WEEK WITHOUT GETTING SOME KIND OF MINOR CUT, SCRAPE OR SCRATCH...



② **Mothers**, KEEP **BAND-AID** ALWAYS ON HAND! NEAT, READY—MADE BANDAGE SO EASY TO APPLY A CHILD CAN USE IT...

③ **JUST STICK ON BAND-AID** IT STAYS ON—EVEN IN HARD TO BANDAGE PLACES!



ONLY 19¢ FOR 36 READY-TO-USE BAND-AIDS.

Johnson & Johnson

BAND-AID ADHESIVE BANDAGES

REG. U. S. PAT. OFF.

A RED CROSS PRODUCT



...YOUR CAR IS SAFE

Certainly!...but how about your Money?

Accidents can happen to *that*, too—and when your travel funds are lost or stolen, you're left as flat as a spiked tire!

So why load up with cash when it is so easy and inexpensive to carry American Express Travelers Cheques—the safe travel funds? Just sign each cheque when you buy them—sign again when you use them. Then you have acceptable cheques that are *yours and yours alone* for any purchase or payment you want to make in any town on the map. No one else can spend them—and when lost, destroyed or stolen, uncountersigned, the amount involved is refunded to you in full.

In denominations of \$10, \$20, \$50 and \$100. Cost 75¢ for each \$100. Buy them at your Bank.

AMERICAN EXPRESS TRAVELERS CHEQUES

PICTURES TO THE EDITORS

(continued)

CATHEDRAL BLOWN UP

SIRS:

These pictures show successive stages in the blowing up of the Cathedral at Concepción, Chile, while I was there on Feb. 1. The Cathedral was damaged in

the earthquake, and you can see in the first picture that the right tower is leaning. It would have fallen in a few days. These towers were the tallest structures south of Santiago.

COTTON MATHER
Atlanta, Ga.



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RARER THAN THE AUSTRALIAN GLORIA-MARIUS



"I'll bet you've never tasted Canadian Club while floating over a forest!" an American in Australia wagers.

"Of course, I should explain that the forest was a forest of coral, and that our ship was a boat, not a balloon. Even after some of the astoundingly beautiful sights we had seen below the

surface, I must admit the most welcome sight all day was that brown bottle of Canadian Club.

"Its mellowness at that particular moment seemed to me a lot rarer even than the Gloria-Marius we discovered undersea, which is one of the rarest shells in the world."

Why so many Americans have changed to this Imported Whisky...

In 87 countries Canadian Club is a favorite. In London itself and throughout the British Isles it is the **leading imported whisky.**

But of more interest to you is this fact: many *Americans* who formerly preferred Scotch, bourbon, or rye have changed to Canadian Club. Today, twice as many *Americans* now drink Canadian Club at home

and at the bar as did only two years ago! **Try Canadian Club yourself**—try it in a "show-me" mood. Experience its distinctive mellowness, rich yet light. You'll see why we can say that **there is only one Canadian Club**... only one rare, imported whisky with this unique, appealing taste all its own. Start to enjoy Canadian Club today.

IN 87 LANDS
WHISKY-WISE
MEN ASK FOR

"Canadian Club"

6 YEARS OLD



Stay with Canadian Club! In Manhattan or Old-Fashioned before dinner, or a highball or two after. Canadian Club Blended Canadian Whisky, 90.1 proof. Imported by Hiram Walker & Sons Inc., Peoria, Illinois.



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Thirst stops here

The road maps of the world are dotted with happy places to pause. And ice-cold Coca-Cola is there to make a pause *the pause that refreshes*. Familiar red coolers everywhere signal you to refresh yourself and be off to a fresh start.



INVITING YOU TO PAUSE... REFRESH